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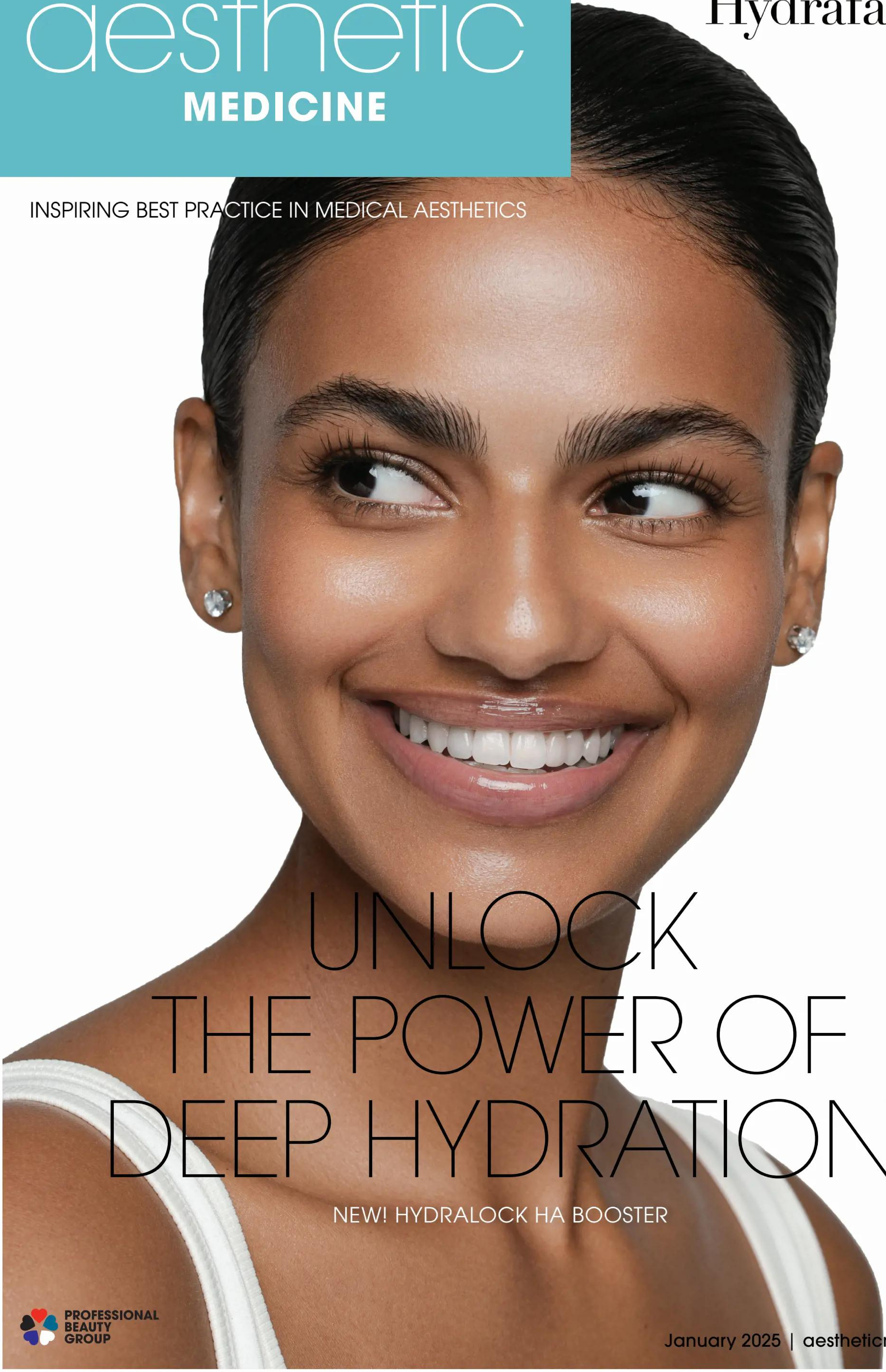
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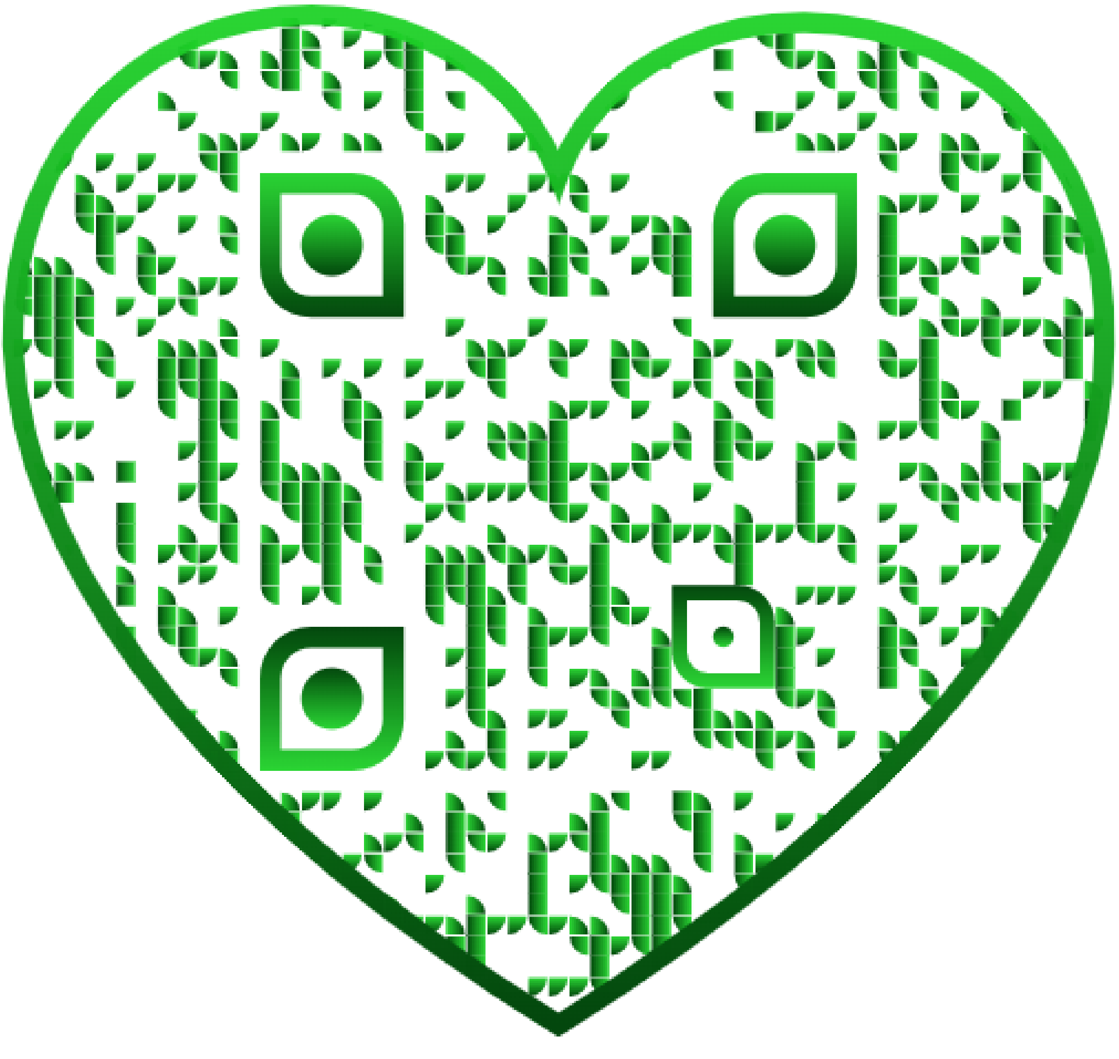

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EDITORIAL
Anna Dobbie, editor
Anna.d@thepbgroup.com
+44 (0) 203 728 9064

Vicky Eldridge, consultant editor
Vicky.e@thepbgroup.com
+44 (0) 7931 924 322

Michelle Duffield, editorial assistant
Michelle.d@thepbgroup.com

Ellen Cummings, Erin Leybourne, Kezia Parkins, contributing reporters

Eve Oxberry, head of editorial

ADVERTISING
Lisa Merrigan
Lisa.M@thepbgroup.com
+ 44 203 728 9065

MARKETING
Meghna Patel
Meghna.p@thepbgroup.com
+44(0)203 841 7364

PUBLISHER
Mark Moloney
Mark.m@thepbgroup.com
+44(0) 207 349 4790

DESIGN
April Harris
April.h@thepbgroup.com

PRODUCTION
CCM
Aestheticmedicine@ccmediagroup.co.uk

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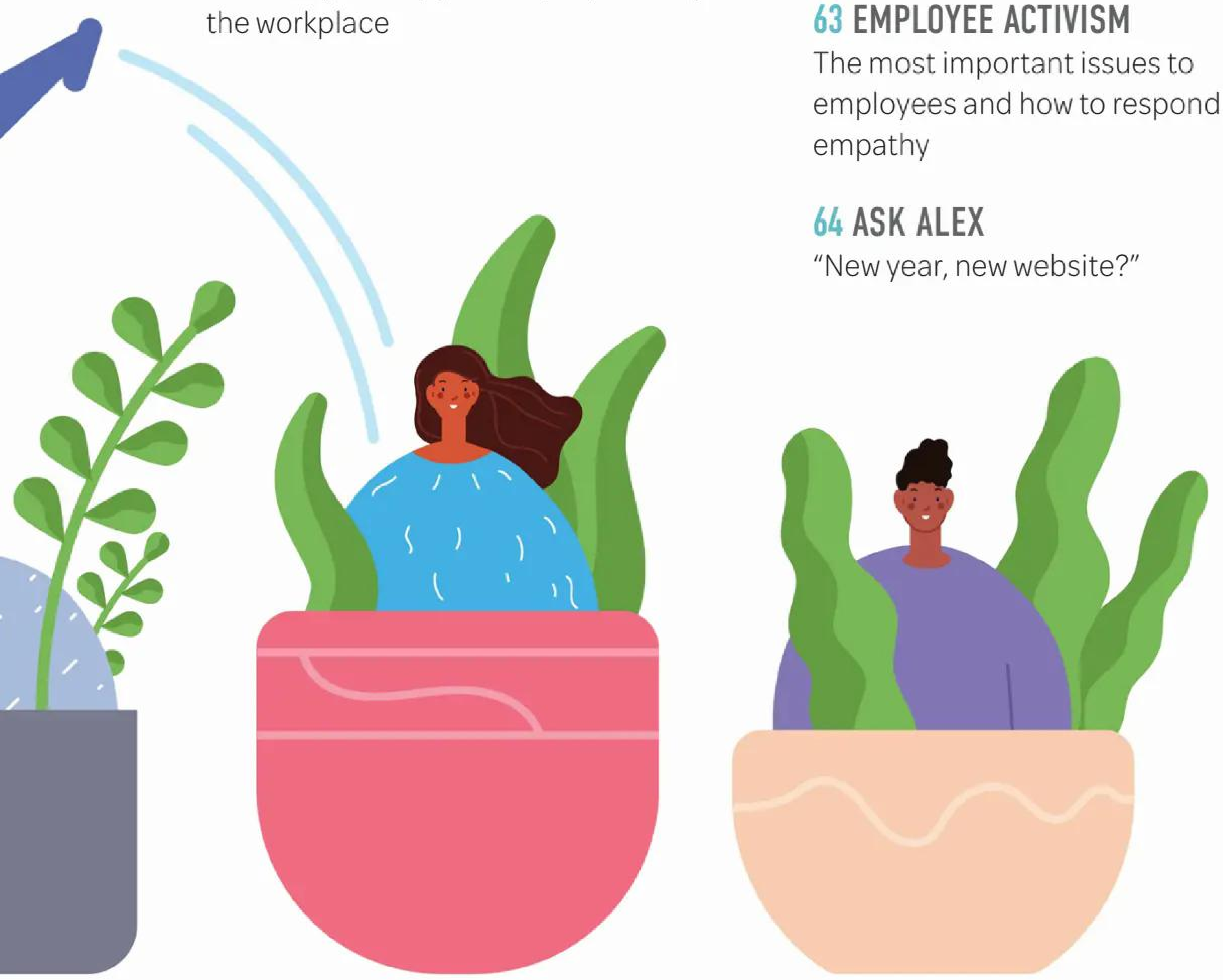

WELCOME TO THE JANUARY ISSUE OF AESTHETIC MEDICINE MAGAZINE

We are kicking off the new year focusing on all things skin. As we look at the latest trends, treatments, and industry insights, we are excited to bring you expert opinions and informative articles to help you stay educated and inspired in your aesthetic practice.

However, before I get into the contents of this issue, we have a bittersweet announcement to make. Our editorial assistant, Michelle Duffield, has decided to embark on a new adventure and will be moving to Holland in the new year with her boyfriend. I want to take this moment to thank Michelle for her hard work and contributions to the magazine, and please join me in wishing her all the best in her future endeavours.

From new treatments like the Nefertiti Lift to innovative skincare routines and business strategies, this issue has something for every practitioner looking to stay ahead in this ever-changing industry. We hope you enjoy this issue and find inspiration in the stories and advice shared by our experts. As always, we welcome your feedback and suggestions for future topics to cover.

Here's to a year filled with growth, opportunity, and innovation!

Anna Dobbie
***Aesthetic Medicine* • Editor**

MEET THE EXPERTS

The *Aesthetic Medicine* editorial board's clinical expertise and diverse range of specialities help ensure the magazine meets the needs of the readers. In this issue, we have received guidance from the following members:

DR RAJ THETHI

Dr Raj Thethi is a nationally renowned expert in medical aesthetics. As well as being a member of the Royal College of Surgeons, he attained a Level 7 accreditation in medical aesthetic injectables and holds a separate first-class honours degree in anatomy having a personal, specialist interest in head and neck anatomy.

DR SHIRIN LAKHANI

Dr Shirin Lakhani is an aesthetic doctor specialising in advanced facial aesthetics, skin health and wellness. In addition to consulting on the full range of aesthetic treatments, Dr Lakhani has specialist expertise in the areas of intimate health and hormone replacement therapy for both men and women. She is a significant voice of authority within the intimate health space, speaking widely on HRT, menopause, incontinence, and intimate health.

DR MEI-YING YEOH

Dr Mei-Ying Yeoh's career spans general dentistry and hospital-based practice, with extensive experience as a core trainee in maxillofacial surgery. She managed minor facial injuries and assisted in major surgeries, including jaw reconstruction, gaining deep expertise in head and neck anatomy. Trained by leading experts, Dr Yeoh now focuses exclusively on aesthetic medicine and has been educating medical professionals since 2019.

CHERYL BARTON

Cheryl Barton is an NMC registered nurse with over 25 years full time practice within the NHS and over 20 years in independent healthcare practice. Barton holds a post graduate diploma in Cosmetic Medicine, graduating from university with a distinction. She is a nurse prescriber, and a full member of the Royal College of Nursing (RCN) and the British Association of Medical Aesthetic Nurses (BAMAN) .

VANESSA BIRD

Vanessa Bird has worked for many leading distributors in aesthetics. She uses over a decade of industry experience, knowledge, and connections as The Aesthetic Consultant to understand the specific challenges faced by many successful, high-profile individuals and clinics as she helps them to succeed in the elite 'top tier'.

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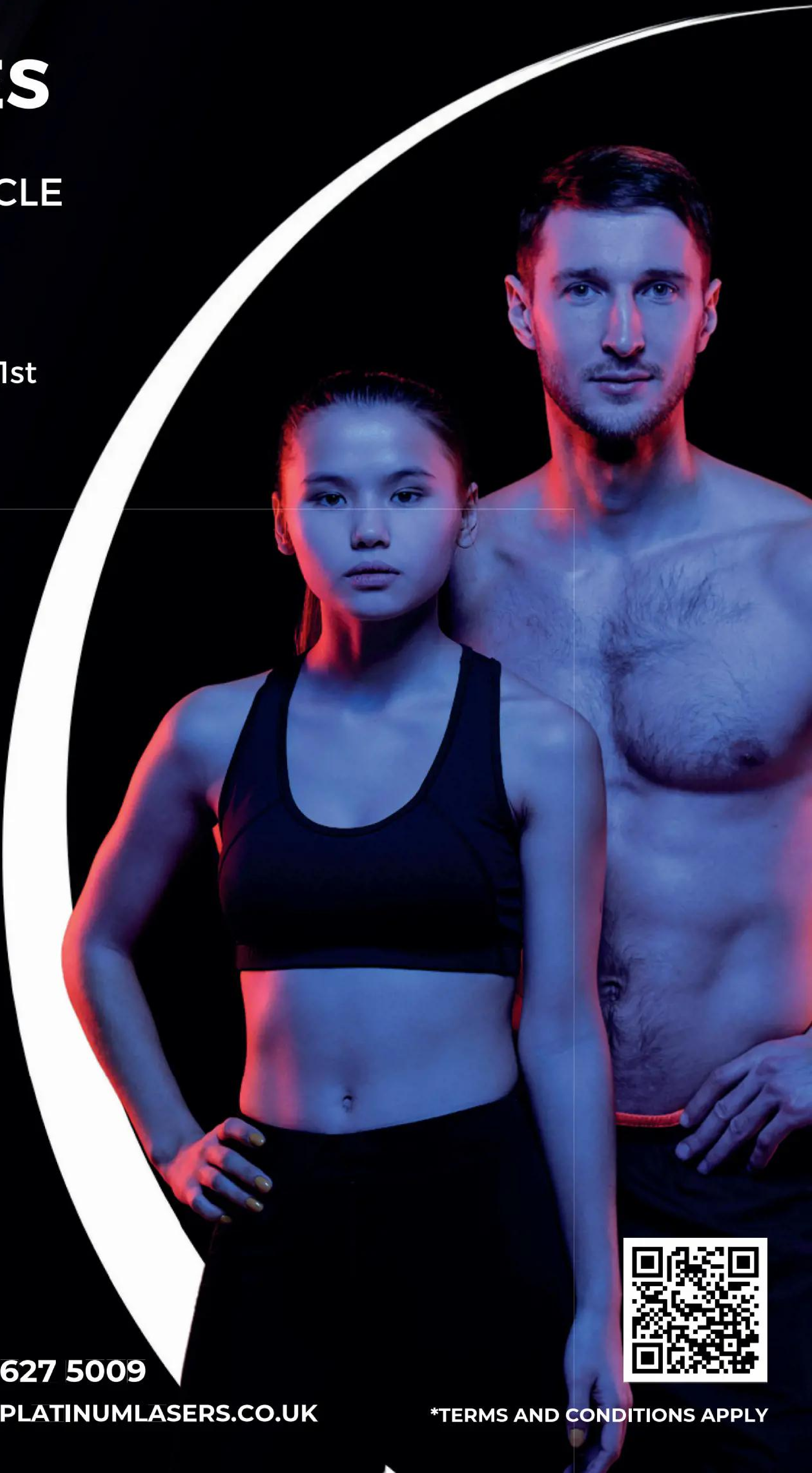

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*TERMS AND CONDITIONS APPLY

HOT OFF THE PRESS

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Dr Patrick Bowler passes away at 74

Dr Patrick Bowler, a pioneering figure in aesthetic medicine and medical director of Courthouse Clinics, passed away peacefully on November 24, surrounded by his family. He leaves behind a legacy defined by innovation, dedication, and unwavering commitment to patient care and education in aesthetic medicine.

Dr Bowler received the prestigious Brinkenhoff Award for Lifetime Achievement and Services to the Industry at the Aesthetic Awards in 2013. A passionate advocate for increased safety standards and ethical practices, Dr Bowler revolutionised the non-surgical cosmetic industry, earning the respect and admiration of peers and patients alike.

As a founding member and Fellow of the British College of Aesthetic Medicine, and a member of the American Society for Laser Medicine and Surgery, Dr Bowler's expertise was frequently sought in media appearances, including GMTV, BBC Radio, and Channel 4's Ten Years Younger. He was also the author of *The Nervous Girl's Guide to Nip and Tuck* and contributed insightful articles to The Huffington Post.

In 1998, Dr Bowler established Courthouse Clinics in a historic courthouse in Brentwood, Essex. His visionary approach led to the creation of one of the first doctor-led clinics offering both surgical and non-surgical treatments. Under his guidance, the clinic expanded to 11 nationwide branches, setting a benchmark for accessible and exemplary cosmetic treatments.

Prof Patrick Treacy awarded 'Man of the Year 2024'

Prof Patrick Treacy was awarded 'Man of The Year 2024' for his humanitarianism and outstanding contributions to Aesthetic Medicine at Hi Style Cointreau Ireland's Most Stylish Celebration 2024.

The author and globally esteemed leader in aesthetic medicine, was celebrated at a ceremony on November 25 for his contributions and international accolades.

He holds the position of visiting professor of dermatology at Isra University in Pakistan and is a fellow in cosmetic surgery and medicine at the Australian College.

Additionally, he has been awarded a Laureate in Aesthetic Medicine from the Azerbaijan College.

Dr Treacy's innovative research has advanced patient safety by developing hyaluronidase protocols in aesthetic medicine. He has also received global recognition for his work with stem cells, platelet-rich plasma, and growth signalling factors for skin rejuvenation and treating necrosis due to vascular occlusion.

Man of the Year 2024
Prof. Doctor Patrick Treacy

Wales first in UK to implement licensing for semi-permanent make up

In a UK-first, Wales now has mandatory licensing rules in place to help protect the public's health when getting acupuncture, body piercings, electrolysis, or tattoos, including semi-permanent make-up.

From Friday, November 29, practitioners and individuals in charge of premises or vehicles where any of four special procedures are performed must complete an infection prevention and control course for special procedures, and their premises and vehicles must meet strict safety standards, among other criteria.

These new measures, introduced by the Welsh Government, aim to reduce the hygiene and safety risks of these special procedures, such as bloodborne infections, by making sure only licensed practitioners can operate and procedures are only performed in approved premises and vehicles.

weight
loss
weight
loss

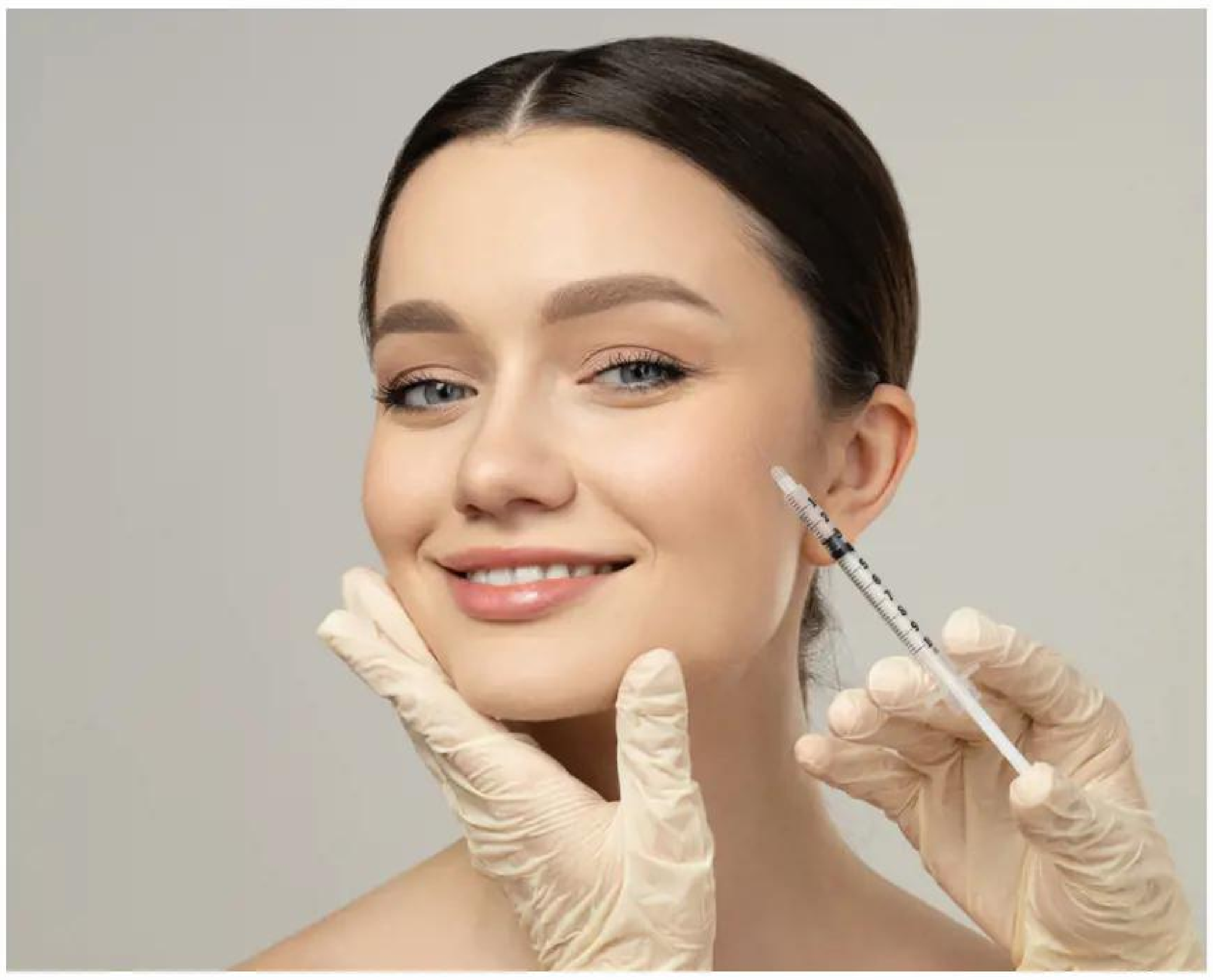
Nurse becomes first confirmed UK death linked to NHS weight loss jabs

A woman has died after taking a weight loss jab in what is believed to be the first confirmed death linked to the drugs. Nurse Susan McGowan, 58, took two injections before her death in September 2024 of the new generation of drugs being rolled out on the NHS. McGowan, an NHS bed manager, is reported to have purchased a low dose of Mounjaro privately. The drug has been dubbed the "King Kong" of weight loss jabs and last year began being rolled out to a quarter of a million patients on the NHS.

Survey reveals 30% increase in aesthetic treatments

The Tweakments Guide has released its latest survey, revealing a remarkable 28% increase in consumer spending on aesthetic 'tweakments' over the past two years.

The findings from The Tweakments Census, conducted across a well-informed audience of around 1,000 respondents, highlight how consumer choices and attitudes are evolving in the aesthetic sector. The Census showed decreased spending on cosmetic surgery at one end of the treatments scale and advanced facials at the other end. Between these two poles, there was an increase across the board in spending on all tweakments. Average yearly expenditure on tweakments has also risen by 28% over two years.



BAAPS study reveals high regret rate among UK cosmetic tourism patients

A study presented to the British Association of Aesthetic Plastic Surgeons (BAAPS) has uncovered that over 50% of individuals who travel abroad for cosmetic surgery end up regretting their decision. The study, which won the BAAPS Hackett Memorial Prize 2024, delves into a decade of patient experiences at a UK tertiary plastic surgery unit, shedding light on the consequences of the growing trend of cosmetic tourism.

The retrospective study reviewed data from 103 patients referred to the plastic surgery unit from 2012 to 2022 with complications arising from procedures performed overseas. Patients participated in a telephone survey to share their experiences, with 48% responding. The findings underscore the hidden costs and potential risks of cheap procedures abroad, with Turkey emerging as a prominent destination.

83% of respondents cited the lower cost as the primary reason for choosing surgery abroad, with 57% paying less than £5,000 for the entire process, including surgery, travel, and accommodation. Alarmingly, 66% of respondents stated they would not have made the same decision if given a second chance, with nearly half expressing outright regret. The most popular surgeries included abdominoplasty (28.1%), breast augmentation (17%), and liposuction (13.1%). The complications most frequently encountered included wound issues (33%), seroma (29.1%), and infection-related complications.

NEWS IN BRIEF

Evolus appoints Umberto La Magna as senior vice president

Evolus has appointed Umberto La Magna into the new role of senior vice president, Evolus International, and as a new member of the executive leadership team. A well-known and respected executive with more than 30 years of expertise in the medical device and pharmaceutical industries, he will lead the international organisation as the business continues to evolve and grow.

New data demonstrates long-term safety and efficacy of Galderma's Relfdess

First results from the phase III READY-4 trial have demonstrated the long-term safety of repeated injections of RelabotulinumtoxinA for both frown lines and crow's feet, with efficacy and patient satisfaction maintained across multiple treatments. The results were presented alongside additional data from the phase III READY clinical trial programme showing RelabotulinumtoxinA's long duration of effect for six months for frown lines and crow's feet.

L'Oréal launches exhibiton on changing beauty concepts at The Louvre

A new exhibition on the ever-changing idea and concepts of beauty for women and men in art opened at The Louvre in Paris on November 13, 2024. Visitors will be able to travel through the "Of All Beauties" exhibition, containing 108 selected works, aided with a specially designed web application, accessible via a QR code.

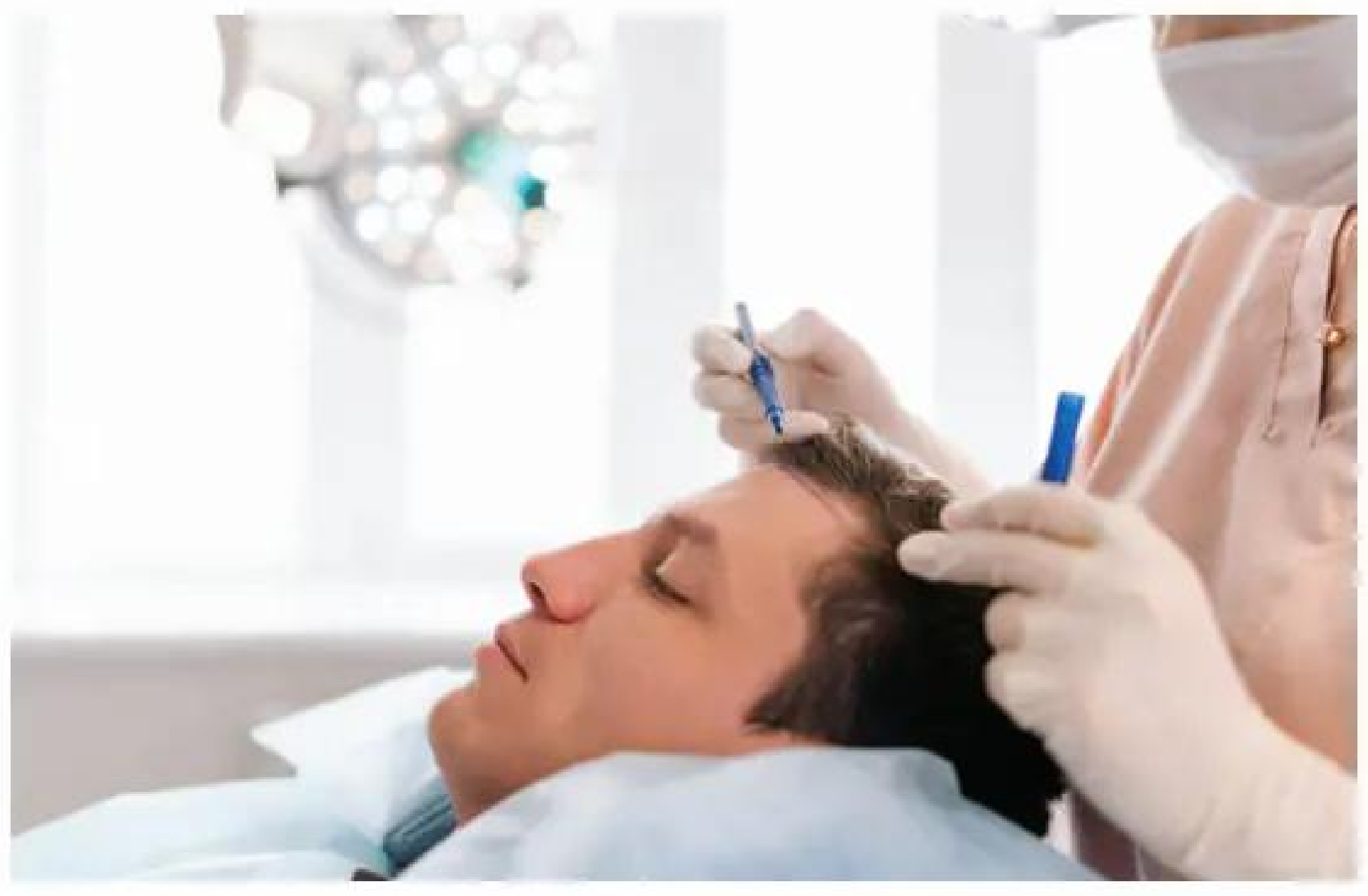
BAMAN and Evolus announce partnership

The British Association of Medical Aesthetic Nurses (BAMAN) has announced a partnership with pharmaceutical company Evolus for 2025. The collaboration seeks to strengthen nurse education and advance medical aesthetics as a profession.

Research explores the impact of city life on skin health

According to recent research by the Harley Street Skin Clinic, city living accelerates the visible signs of ageing due to a combination of external and lifestyle factors.

Harmful toxins in urban air penetrate the skin, causing oxidative stress and weakening the skin's natural barrier, which contributes to premature wrinkles, dullness, and pigmentation. London residents face pollution levels 25% higher than the UK average, significantly impacting skin health. Stress, another by-product of fast-paced city life, exacerbates ageing by increasing cortisol levels, which can impair skin repair processes and promote inflammation. Additionally, in Birmingham, residents reported some of the highest levels of sleep deprivation in the UK, a known contributor to poor skin health. Meanwhile, Manchester's high rates of fast-food consumption reflect dietary habits that can accelerate skin ageing through inflammation and glycation.



New research expands hair restoration options for diabetic patients

A recent study from Elithair has introduced protocols to enhance the safety and success of hair transplants for patients with diabetes. Led by Dr Abdulaziz Balwi, the research addresses a significant gap in hair transplant surgery, as diabetic patients often face elevated risks for complications, particularly related to wound healing and infection.

Specialised protocols for preoperative preparation included targeted blood glucose management, significantly reducing the risk of complications. Patients underwent thorough health screenings, with blood glucose stabilisation as a critical preparatory step. The study identified that the duration of diabetes influenced surgical outcomes, with patients having one to five years of diabetes experiencing lower rates of excessive bleeding. In contrast, those with 10–15 years of diabetes history showed increased rates of inadequate bleeding, underscoring the need for individualised intraoperative care.

Record levels of Brits are using private healthcare

More than half of the people in the UK have close family or friends who have used private healthcare. The latest data from the IHPN Going Private report shows that 55% of UK Brits have close friends or family that have used private healthcare, while 32% have used private healthcare for themselves. This was even higher in the East Midlands with 64% of people knowing close friends or family who have used private healthcare, and in Northern Ireland (59%) and Wales (58%).

LET'S GET BRITAIN'S FUTURE BACK

Employers' National Insurance contributions will rise from 13.8% to 15%

The employment allowance has been raised from £5,000 to £10,000, which allows employers to claim up to £10,500 on their National Insurance bill, as part of the 2024 Autumn budget. Employers' National Insurance contributions will rise from 13.8% to 15% and the current 75% business rates discount (due to expire in April 2025) will transition to a 40% discount, capped at £110,000.

Lorena Cosmetics Holdings to re-launch Sk:n Clinic Group

Lorena Cosmetics Holdings SPV Limited has successfully acquired and re-launched the Sk:n and The Harley Medical Group (THMG) aesthetic and cosmetic surgery clinic chains. Lorena Cosmetics has actively worked to re-employ many former Sk:n and THMG employees and has said it is "dedicated to ensuring the ongoing delivery of high-quality medical aesthetic and cosmetic services at over 30 clinic locations across the length of the UK". The acquisition is part of a broader strategic consolidation which also includes The Skin Experts and ABC Medical, who now join leading ophthalmology providers Optical Express under the Lorena Investments group portfolio.

Skin of Colour Training Conference announced for 2025

The Skin of Colour Training Conference with return on January 22 to London's Royal College of Physicians. The half day event is aimed at professionals outside of healthcare, such as hairdressers and aestheticians and is in partnership with Eucerin's Social Mission programme.

NEWS IN BRIEF

Pure Perfection Clinic wins third award of 2024

Pure Perfection, based in Rossett near Chester and Wrexham, has won its third major award of the year. Led by director Sara Cheeney, the business picked up the title for Provider of the Year - Wales at the Cutera Awards. The accolade comes after Pure Perfection was named Aesthetic Clinic of the Year for the Southwest and Wales at the Aesthetic Medicine Awards and Best Clinic Midlands and Wales at the Aesthetics Awards.

BTL releases Trend Report for 2025

BTL's Trend Report has predicted that regenerative and longevity focused treatments which will continue to thrive in 2025, with more conversations around slowing the effects of ageing, biostimulating technologies, the 'quiet luxury face' and intimate health.

Circa Skin launches "Elevate to Expert"

Circa Skin has unveiled its online learning platform, Elevate to Expert. This platform aims to empower aesthetic practitioners globally by delivering expertly designed courses focused on advanced techniques, client safety, and comprehensive complication management.

Doctor who stole toxin avoids being struck off

A GP who stole toxin products worth £1,600 from a clinic has escaped being struck off the General Medical Council. CCTV recordings showed Dr Nimrit Dhillon repeatedly taking boxes of Belotero Intense and Bocouture from a store room. Dhillon was reported to police by colleagues. After hearing of undisclosed personal issues, a disciplinary panel said it would be 'disproportionate' to erase her name from the medical register.

The patient VERSUS client debate

The **JCCP** clarifies its position following backlash

The Joint Council for Cosmetic Practitioners (JCCP) has re-clarified its position on the terminology used to describe those seeking aesthetic treatments following criticism from healthcare professionals and industry stakeholders, including the British Association of Medical Aesthetic Nurses (BAMAN) and The British Association of Cosmetic Doctors (BCAM).

The 'patient' versus 'client' debate was reignited after the JCCP put a post up on social media about its recommendations on future standards and qualifications for non-surgical cosmetic practice, suggesting individuals seeking non-surgical treatments be referred to as 'clients' or 'service users' rather than 'patients'.

The post was met with opposition, particularly from BAMAN and BCAM, with both groups strongly advocating for the continued use of the term 'patient' for individuals treated by regulated healthcare professionals, emphasising the medical nature of many aesthetic procedures and the corresponding duty of care required of clinicians.

In response, the JCCP clarified its position with Professor David Sines, executive chair and registrar of the JCCP, reiterating that the term 'patient' should be reserved for individuals receiving treatments from regulated healthcare professionals such as doctors, nurses, and dentists. This distinction was further reinforced in an updated competency framework and educational materials.

Professor Sines said, “The JCCP has no hesitation in advising that whenever regulated healthcare practitioners provide non-surgical procedures to members of the public, the term ‘patient’ should be used. This has always been our position and will continue to be so.

“We recognise that the title ‘healthcare professional’ is restricted to those persons associated with either a specialty or a discipline and who is qualified and registered by one the designated Government Professional Statutory Regulatory Bodies to provide a healthcare service to a patient.

“Conversely, the JCCP is of the opinion that non-healthcare practitioners whose scope of practice is related to the sole provision of ‘cosmetic procedures’ should not be permitted to refer to their clients as ‘patients’.

“The JCCP will seek to clarify these matters further when we revise our policy and competency framework over the next year in association with the demands of the Government’s anticipated licensing scheme.”

PERSPECTIVES FROM MEDICAL PROFESSIONALS

Dr Catherine Fairris, president of BCAM, expressed her concerns, emphasising that the relationship between a healthcare professional and a patient carries significant ethical, legal, and professional responsibilities. She noted that the JCCP's initial guidance caused "alarm bells" within the medical community but acknowledged the organisation's subsequent retraction and clarification. "We at BCAM were very surprised to see that the JCCP had released such guidance. We reached out to Prof Sines and Andrew Rankin privately to clarify their position, and they reassured us that they did not mean to include medical professionals in that blanket statement, but rather, it was intended to ensure that ’lay practitioners’ were not erroneously using the term ’patient’.

“The bottom line is that as medical professionals (doctors, surgeons, dentists and nurses), we have a greater ethical and legal obligation to anyone that we treat. Our responsibility is enshrined in medical law, and whether we are performing a ‘cosmetic’ treatment or a treatment with wider medical implications, the person we are treating is our ‘patient’, and as

such, we will always be held to the highest of standards in that relationship.

"I am working on the assumption that the original statement that they made was indeed an error and that they did not have any expectation of enforcing a change in terminology as it pertains to medical professionals treating 'patients'.

"Moreover, the majority of aesthetic treatments are fundamentally medical procedures or involve the use of prescription medications. All the more reason why ensuring that proper terminology is adhered to is to reinforce to the public that these procedures do carry risk and are medical."

Similarly, BAMAN highlighted that the term 'patient' aligns with ethical standards upheld by healthcare professionals. In a statement posted on its social media, the organisation underscored that individuals treated by non-regulated practitioners should not be categorised under the same terminology, reflecting the differing levels of care and accountability. Gareth Lewis, head of operations at BAMAN, commented, "At BAMAN, we are pleased with the JCCP's clarification, following our communication with Professor David Sines, that it has always been their position that regulated healthcare professionals, such as nurses, doctors, and dentists, should continue to refer to those they treat as 'patients.' As the leading organisation for medical aesthetic nurses, we believe this distinction is vital to reflect the medical and ethical responsibilities unique to regulated medical professionals. We strongly advocate for clear and appropriate terminology to highlight the significant differences in accountability and standards of care between regulated medical professionals and non-regulated providers. This clarity is essential to ensuring public confidence, safeguarding patient safety, and maintaining professionalism within medical aesthetics."

THE COMPLEXITY OF TERMINOLOGY IN AESTHETICS

The debate underscores a broader challenge within the aesthetics industry: the coexistence of regulated medical professionals and non-regulated providers. While some clinics cater to individuals who view aesthetic treatments as commercial services, others focus on the medical and health-related aspects of these interventions.

Professor Sines addressed this complexity, stating that the JCCP uses generic terms like 'clients' when referring to the general public in its guidance. He said, "The JCCP's explicit mission is the promotion of patient safety and public protection and therefore, the Council makes generic reference in its policy statements to 'members of the public' or 'clients' when referring to people who use non-surgical procedures (bearing in mind that many members of the public seek to procure such services from non-regulated health care persons). Of equal significance is the fact that the non-surgical sector is regarded for the main part as being 'commercial' thus resulting in many practitioners referring to the persons who procure their services as 'clients'."

However, he maintained that healthcare professionals must uphold their distinct obligations and terminology to differentiate their practice from non-regulated providers.

Reflecting on the situation, Dr Steven Land of Novellus Aesthetics acknowledged that the debate highlighted tensions within the industry's efforts to maintain professional standards. He noted that the JCCP's initial guidance was not perceived as adequately supportive of the medical aesthetic field's dedication to patient safety.

"Many medics obviously, and rightly, deem these procedures to be medical, as well as cosmetic and that therefore the people getting them should be deemed 'patients'," he commented.

Ultimately, the controversy has served as a reminder of the critical importance of language in shaping public understanding of aesthetic treatments and the risks, responsibilities, and professionalism associated with these procedures. AM

OUT & ABOUT

CROMA UK PRODUCTION AND LABORATORY FACILITIES VISIT

Croma Head Offices, Vienna

Croma Pharma recently welcomed 25 delegates from the UK, along with editor Anna Dobbie and the Croma UK team, to its global headquarters in Vienna for an educational event tailored to healthcare professionals in aesthetic medicine. This exclusive trip provided a platform to explore the latest advancements and innovations in the field.

Upon their arrival in Vienna on October 30, the delegates were introduced to the Croma team and enjoyed an evening of networking over a welcome dinner at Clementine im Glashaus, located in the heart of the city.

The learning commenced on October 31 with opening remarks by owner and managing director Andreas Prinz and head of global business services Valentin Gruber, who welcomed attendees to the headquarters and provided an overview of the day's agenda.

In the morning session, participants delved into Croma Pharma's rich history, which spans over 40 years of expertise in hyaluronic acid-based products. Established in 1976 as a privately owned family business, Croma has consistently prioritised innovation, scientific excellence, and ophthalmology-grade purity in its products, supported by a strong in-house research and development team.

Delegates also had the unique opportunity to tour Croma's production and laboratory facilities, gaining insights into the meticulous processes involved in manufacturing pharma-grade hyaluronic acid syringes. The company highlighted its commitment to maintaining the highest standards of purity and quality through advanced laboratory capabilities.

A particular emphasis was placed on the role of Croma's quality control (QC) department, which ensures the safety, reliability, and superior quality of all medical devices produced on-site. This meticulous approach extends to both primary and final packaging, guaranteeing that products reach practitioners in optimal condition. All the delegates had an unforgettable few days of networking and learning while soaking in the Austrian culture at the heart of the brand – thanks for an amazing experience, Croma!

croma
ANNA D

Manufacturing Site

CELLENIS DERMA PRP MASTERCLASS

The Westin Lombard, Chicago

Columnist and nurse practitioner Claudia McGloin, aka The Princess and The PRP, was a guest of Aesthetic Management Partners USA in Chicago on November 15-16.

"Being an international KOL and injector, it was so lovely to be introduced to the AMP American team and their trainers," said McGloin, who is a trainer for Cellenis. "I enjoyed sharing our teaching and injecting techniques and look forward to bringing back the tips and tricks I've learned in the revolutionary PRP DermaFiller to teach delegates. I have also learned advanced techniques for breast and butt lifts."

AM AESTHETICS UNLOCK YOUR RADIANT SKIN

HomeGrown, London

On November 17, AM Aesthetics founder Prof Syed Haq and nurse prescriber Alexandra Mills welcomed guests for an afternoon of champagne, nibbles and the latest in rejuvenative aesthetics. Attendees could enjoy personalised skin consultations and listen to informative presentations on protocols used in the clinic.

CYNOSURE SKIN REJUVENATION EVENT

The Marylebone, London

Medical director and plastic surgeon Prof Ali Ghanem opened the agenda at Cynosure's educational networking evening by presenting his expertise with PicoSure Pro Picosecond laser at the 755nm wavelength, which is considered the best for targeting unwanted pigment. Medical director and GP Dr Kaywaan Khan then demonstrated how to enhance topical penetration by up to 67% to achieve more effective and longer-lasting results for patients, and performed a live Potenza microneedling radiofrequency facial using the Fusion Tip with semi-insulated needles, treating tissue at multiple depths for faster treatment times.

PROMOITALIA AUTUMN SYMPOSIUM

1 Hotel Mayfair, London

On November 16, Promoitalia hosted a day of education looking at the new frontiers in biostimulation. Speakers including Dr Brendan Khong and Dr Sima Al Asad hosted presentations on the latest generation of multifunctional lasers and regenerative skin boosters for collagen stimulation.

CANDELA ACE SYMPOSIUM

Bloomsbury Hotel, London

On November 16, Candela hosted its inaugural London ACE Symposium. An impressive lineup of renowned speakers from both the UK and abroad gave attendees insights from industry leaders and expert clinic owners who specialise in using Candela devices to achieve remarkable results. Presentations and live demonstrations by esteemed speakers including Prof Firas Al-Niaimi, Dr Kathryn Taylor-Barnes, Dr Nikola Drmac and Dr Douglas Wu, delved into the latest trends and cutting-edge treatment techniques.

ACE
Symposium
#CANDELAACELONDON

SKINCEUTICALS MASTER AESTHETICIAN AND GRADUATION

The Marylebone Hotel and the L'Oréal Academy, London

Starting off with a brunch to celebrate their Integrated Aesthetics course graduates, attendees were treated to a ceremonial dinner honouring all the participants and medics, in the brand's fresh new L'Oreal offices on November 7.

SINCLAIR WORLD EXPERTS MEETING

Palau de Congresos de Barcelona, Spain

Leading plastic surgeons, dermatologists and aesthetic physicians from around the globe convened on October 18-19 to share their experiences and visionary ideas. Over two immersive days of lectures, participants exchanged knowledge and enhanced their clinical practices. The latest trends, digital best practices, and Sinclair products were showcased through access to Innovation and Digital Labs. The theme for WEM, “Catalyst for Regeneration,” underscored the significant impact that collagen stimulation can have on both the face and body, highlighting Sinclair’s leadership in collagen treatments.

REGENERATIVE AESTHETIC MEDICINE CONFERENCE AND EXHIBITION (RAMCE) 2024

Pullman Hotel, London

PANEL DISCUSSION
Q&A

More than 300 medical professionals gathered in London on November 9 to enhance their knowledge of regenerative aesthetic treatments. Chaired by Professor Maurizio Cavallini, Dr David Eccleston and Dr Yusra Al-Mukthar, insightful educational sessions taught practitioners how to optimise results with innovative treatments and expert techniques. Speakers explored the differences between polynucleotides and exosomes, treating the intimate area, chemical peeling’s regenerative action, and shaping regenerative medicine for your patients.

GALDERMA BEAUTY THROUGH THE AGES DINNER

Tate Britain, London

Following drinks in the Rotunda, attendees including editor Anna Dobbie listened to a presentation by senior clinical trial physician Alessandra Alio Saenz about Galderma’s 40-year heritage of leading science-based innovation, before enjoying a lavish three course dinner in stunning surroundings.

DR LYLAH HILL LAUNCH PRESENTATION

The Connaught, London

Dr Lylah Hill hosted a lavish dinner to exclusively reveal her forthcoming product range to an audience of consumer and trade press. Under embargo until January 27, readers will have to keep their eyes peeled for more information in a future issue!

IAAFA ANNUAL CONFERENCE AND CHARITY BALL

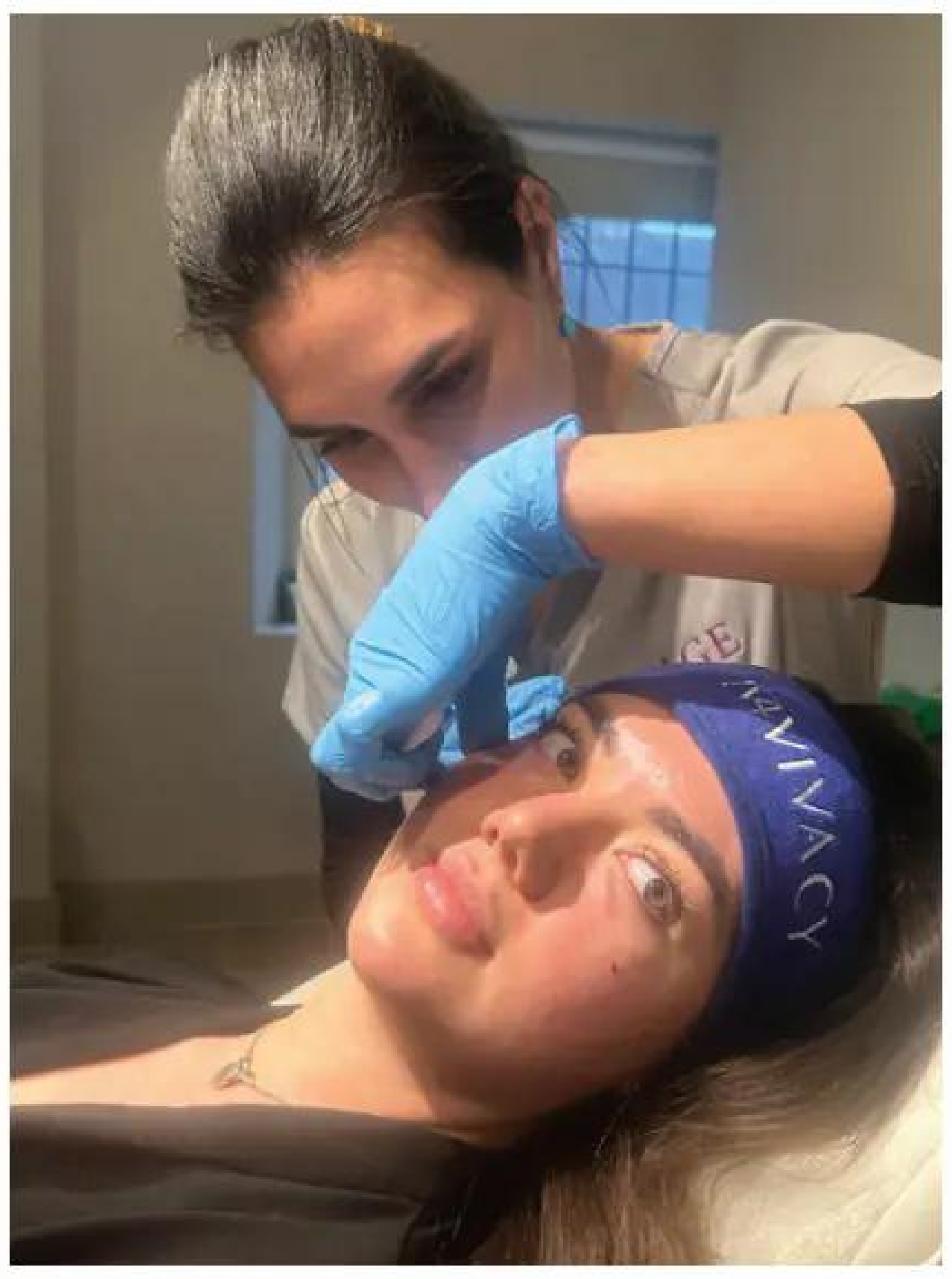
De Vere Beaumont Estate, Old Windsor

On November 23, Dr Bob Khanna hosted the annual aesthetics conference and exhibition, allowing attendees to hear from highly esteemed industry professionals such as Dr Sandeep Cliff and Dr Nazan Adali and network with like-minded individuals. The evening saw the sector don their finery to raise money and awareness for the Chandran Foundation.

PRECISION32 LAUNCH

Vizage Clinic, Fulham Palace

Editor Anna Dobbie joined Dr Mei Yeoh for an exciting afternoon to showcase the precision and innovative design of her latest microcannula, crafted to elevate aesthetic procedures. Constructed from premium Japanese stainless steel, the new cannula is designed to glide effortlessly through superficial planes for precise placement of products like polynucleotides.



THREADING WORKSHOP WITH DR VINCENT WONG

The Kate Goldie Experience, Cotswolds

On November 4, editorial assistant Michelle Duffield travelled to the Cotswolds to spend the day with Dr Vincent Wong and InMode, learning how to combine threading and Quantum RF technology for a new age of combination treatments. From engagingly memorable PowerPoints to inclusive hands-on sessions, the day away with the team at the Kate Goldie Experience was all-round fantastic.

FEMALE INTIMATE HEALTH WORKSHOP WITH DR SHIRIN LAKHANI

EK Clinic, Brackley

Editor Anna Dobbie attended a fascinating educational day hosted by award-winning doctor and woman's health advocate Dr Shirin Lakhani on November 13. After a thorough presentation on how InMode devices can assist with vaginal laxity, Dr Lakhani performed a live demonstration for attendees, with remarkable results. To conclude the day, InMode UK managing director Victoria Voysey led a panel discussion on the importance of open conversation around women's intimate health issues.

A NEW INMODE ERA MASTERCLASS

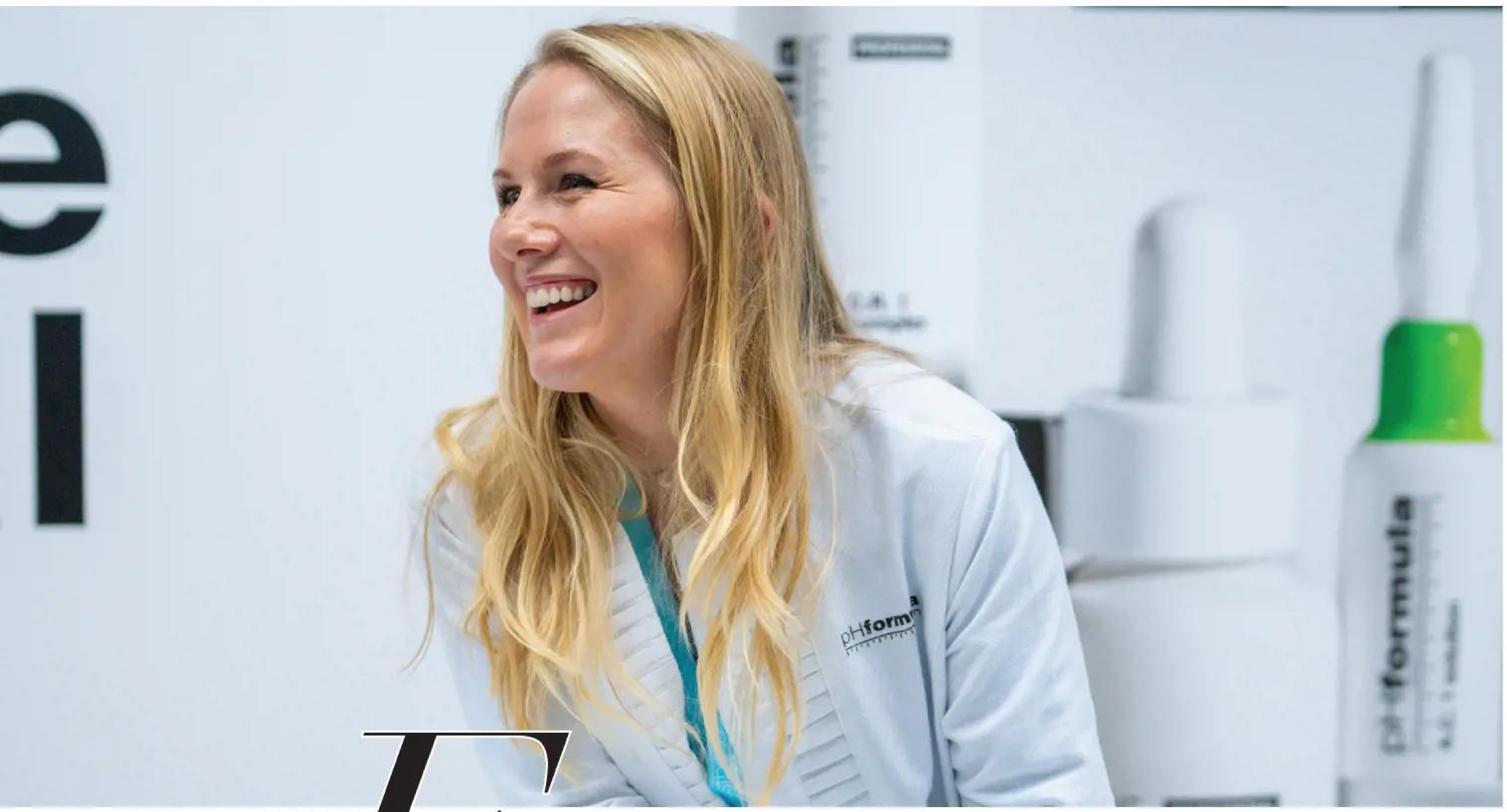
Grand Connaught Rooms, London

Industry experts and members of the InMode corporation were welcomed to an opportunity for transformative learning and innovation on November 28. Dr Stephen Mulholland and Dr George Christopoulos, who led the day introduced attendees to the latest in facial and body contouring techniques, showcasing the precision and versatility of Ignite RF, one of InMode's leading advanced body and facial solutions, designed for procedures requiring soft tissue contraction, electrocoagulation, hemostasis, and fractional treatments requiring penetration levels of up to 60mm. Optimas MAX, a multi-functional aesthetic platform that gives you the ability to provide the most in-demand consumer procedures, including fractional radiofrequency (FRF), intense pulsed light (IPL), hair removal, and vascular treatments was also showcased.

WINTER WONDERLAND BY INMODE

The Langham, London

On November 29, InMode hosted one of its legendary parties to ring in the festive season. Guests partook in delicious, bespoke cocktails named after the brand's iconic devices, while enjoying a wide range of entertainment, from a live band and cheerleaders to stunning Vegas-style showgirls. Definitely a night to remember!



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Farewell TO THE FAIR CITY

More than 640 aesthetic professionals attended **Aesthetic Medicine Ireland**'s third show at RDS Dublin

THE EXHIBITION FLOOR

Platinum sponsor Fillmed was joined by industry-leading brands including InMode, SkinCeuticals, Crown Aesthetics, Lynton, Opatra, PRP Labs and Skinade. Showcasing new products and devices to enhance clinics, attendees were able to connect with new and existing suppliers and take advantage of exclusive show offers.

"It's been a fantastic show," said Hayley Jones, commercial director at Lynton Lasers. "The audience is high quality, and we've met lots of our existing customers here. Shows like this are such a great opportunity for medics to see what's on the market – what's happening, what's trendy, what's new, what's exciting."

BUSINESS STAGE

The Business Stage agenda featured informative presentations on lead generation, patient attraction, ethical selling, transitioning to aesthetics, and the art of sales. Richard Gibbons opened the day by discussing attracting high-end patients, followed by Dr Michelle Westcott sharing her experiences running a clinic. Vanessa Bird discussed ethical selling strategies before Dr Cormac Lynch talked about transitioning from routine health services to full-time aesthetics. The agenda finished with Bird and Gibbons having a fireside chat about utilising technology and personal skills in sales.

COME
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HALL 4

FILL
LABORAT

BUSINESS & LIVE
STAGE

INJECTABLES MASTERCLASSES

The Injectables Masterclass agenda hosted deep-dive sessions on regenerative aesthetics, combination treatments, aesthetics through the ages, and the future of aesthetics. Speakers such as Claudia McGloin, Dr Juliah Tbarani O'Shea, Dr Patrick Treacy, and Alexandra Mills discussed the latest trends and innovations shaping the market. The day concluded with a panel discussion on the future of aesthetics, featuring Dr Deniz Kanliada, Dr Emma Cunningham, Dr Michelle Westcott, and Eleanor Hartley.

"It's been an amazing experience," commented Dr Apostolos Vlachogiorgos, Fillmed key opion leader and lead surgeon at UKSKIN's Harley Street clinic. "I have talked at many AM Live events around the UK before, but this is my first AM Ireland and I have loved it. If you come, you are going to learn and improve your business and clinical skills and knowledge."

By attending the masterclasses, attendees were able to network with other medical professionals, allowing them to share ideas, and discuss the wins and challenges that they may have experienced. The conference was limited to access by delegates who are members of a regulatory body including the GDC, GMC, GPhC, NMC, NMBI, Irish Medical Council, Irish Dental Council or Overseas equivalent.

We look forward to seeing you at AM Ireland, taking place on March 8-9, 2026, at The RDS Dublin.
Visit ***aestheticmed.co.uk/ireland*** to register your interest for 2026 and stay updated

AESTHETICS ON THE *Emerald Isle*

Registered nurses **Claudia McGloin** and **Olivia Kirwan** discuss how practitioners are navigating shifts in the sector in Ireland

From evolving regulations to new treatment options and the rise of non-medical injectors, the aesthetic industry in Ireland is adapting to a shifting landscape. Olivia Kirwan and Claudia McGloin, who have half a century's combined medical experience, share their insights on practising aesthetics in Ireland, the challenges for nurses and the growing trends reshaping how patients approach treatments.

THE BATTLE FOR RECOGNITION

One of the main differences between practising aesthetics in Ireland versus the UK is the evolving role of nurses. Historically, nurses in Ireland faced restrictions on administering treatments like toxin, which limited their role within the aesthetic space. McGloin explains that doctors have traditionally been resistant to allowing nurses to perform injectables, often viewing it as their exclusive domain.

"There was a time when nurses were the primary practitioners in aesthetics here, focusing on fillers and injectables. Then, doctors stepped in and took over these treatments, especially botulinum toxin injections," Kirwan adds. "It's frustrating, as many nurses have years of injection experience from their medical training, while some doctors rarely handle injections in their regular practice."

This resistance has been compounded by non-medical practitioners entering the aesthetics field, often without the training or anatomical knowledge to administer injections safely.

THE RISE OF UNQUALIFIED PRACTITIONERS

One of the most troubling issues in the Irish sector is the surge of beauty therapists and lay people offering aesthetic treatments. According to McGloin, she regularly encounters patients with complications after receiving filler injections from undertrained practitioners. "Recently, a young woman came to me after getting fillers from a beautician. The product was substandard, leading to lumps and bumps along her jawline," she recalls. "We're increasingly dealing with poor technique, infections, and unregulated products."

Both practitioners agree that unqualified injectors often lack knowledge about infection control, anatomy, and patient aftercare. "There's a lack of fear or understanding of the risks," McGloin adds. "If you know what you're doing, you're more cautious, but if you don't understand the dangers, you proceed blindly, which is risky for patients."

This problem isn't confined to Ireland as increasing numbers of cases of non-medics performing complex procedures in the UK are reported, including liposuction and Brazilian Butt Lifts (BBLs), sometimes resulting in severe complications.

In dealing with complications from other practitioners, McGloin notes a challenging legal landscape. While nurses are bound by a duty of care, intervening in a case where complications have occurred can place them at legal risk. "I had a conversation with a lawyer who advised against intervening because, in a legal situation, the last person to treat the patient could be held responsible," she explains. This leaves practitioners with a difficult choice: help patients or protect themselves from liability.

As more non-medical practitioners enter the industry, there is a call among licensed professionals for stricter regulations. While medical practitioners such as doctors, nurses, and dentists follow stringent guidelines and ongoing training, others can operate without any official oversight. "I'd love to see regulations that ensure only medics can perform these treatments," McGloin asserts, arguing that a lack of standards and accountability risks client safety.

Some industry professionals worry that regulation could drive some practitioners underground, making the problem harder to track. However, Kirwan and McGloin believe that robust enforcement could help maintain standards and protect consumers. In the meantime, educating patients about the importance of medical qualifications for injectables remains a priority.

BEYOND FILLERS

Amid these challenges, aesthetic trends continue to evolve. Kirwan notes a shift from traditional fillers towards treatments that focus on skin quality and regeneration. "Many of my patients are now interested in platelet-rich plasma (PRP), plasma-rich fibrin (PRF), growth factors and polynucleotide treatments. They're seeking long-term skin health, not just volume," she explains. "It's a more natural, regenerative approach to aesthetics."

McGloin agrees, noting that exosomes are also gaining traction. "These treatments are effective for improving skin quality, offering a more holistic approach compared to just filling lines and wrinkles," she says. Both practitioners emphasise the importance of skincare as a foundation, recommending patients establish a strong home care regimen before seeking injectables.

Another shift they've observed is a rise in male patients and an increase in patients over 40 who want to feel good at their age, rather than look younger. "Men are coming in for treatments like laser hair removal, and many women over 40 are prioritising skin quality over drastic changes," McGloin says.

PREJUVENATION AND THE TREND FOR PREVENTION

In London, the concept of 'prejuvenation' (younger patients seeking early treatments to prevent ageing) is popular, but Kirwan and McGloin see less of this. "Our patients are more interested in looking natural and preserving their appearance as they age," Kirwan explains. "We don't get as many twenty-somethings seeking injectables purely as a preventative measure."

This focus on a natural aesthetic aligns with Kirwan and McGloin's own philosophies. Both emphasise that their approach to aesthetics is subtle and aims to enhance rather than alter. "Anyone who leaves my clinic looks natural – they just want to feel good for their age," adds Kirwan.

PRIVACY AND PROFESSIONALISM

According to Kirwan, one of the biggest draws for patients is privacy. Many patients appreciate the discreet location of Bay Aesthetics clinic, tucked away among solicitors' and accountants' offices. "It's very private, which is huge for my patients," she explains. With a carefully curated waiting room and minimal overlap between appointments, the clinic offers a space where patients can feel at ease without worrying about being seen. This emphasis on discretion is becoming an essential part of the Irish aesthetic experience, particularly as patients seek professional, confidential care away from the crowds of larger, high-street chains.

CONSUMER AWARENESS

Social media has undoubtedly fuelled the popularity of aesthetic treatments, but it has also created challenges around misleading advertising. With some providers posting 'before and after' images that are highly edited or staged, consumers can be misled about the results they can realistically expect. "I don't post 'before and afters' because it's not always an accurate representation," Kirwan explains, emphasising the importance of transparency and patient confidentiality.

Even more concerning, some non-qualified practitioners are falsely marketing themselves as 'nurse injectors' or using terms like 'aesthetic nurse' without proper credentials. This tactic can mislead patients into believing they are receiving treatment from a medically trained professional. "People don't always check, and that's the issue," McGloin adds, suggesting that protecting titles like 'nurse' and 'doctor' could be a helpful step in regulating the industry.

LOOKING AHEAD

As Ireland's aesthetic industry continues to grow, balancing accessibility with quality and safety is more critical than ever. Medical professionals are calling for enhanced regulation, public awareness campaigns, and industry standards to ensure that non-surgical treatments remain safe and effective.

For patients, the message is clear: do the research. Verify a practitioner's credentials, ask about training, and don't be swayed solely by lower prices or attractive social media profiles.

"I work hard to maintain my registration and uphold high standards," concludes McGloin. "It's disappointing to see others misrepresent themselves or provide subpar care. We owe it to our patients to protect their health and wellbeing." The hope is that with more public education and regulatory support, Ireland's aesthetic industry can flourish responsibly, offering patients the beauty and confidence they seek with the safety they deserve.

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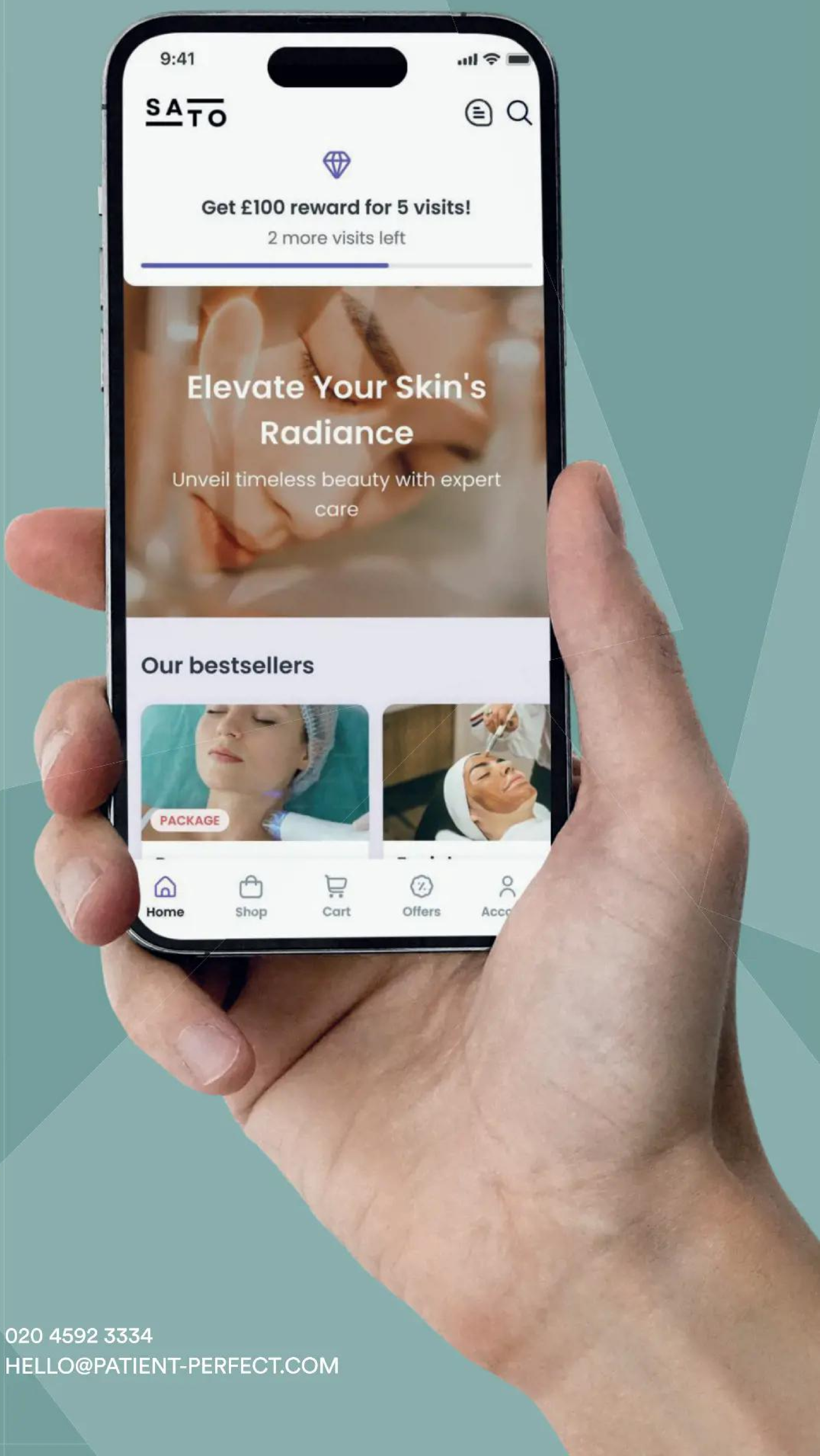

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An ardour for AESTHETICS

Editor **Anna Dobbie** asks **Dr Paris Acharya** and **Anna Miller** to reflect on the first year of their joint venture, Ardour Clinic

Fate, friendship, and a shared passion for beauty and wellbeing were the factors behind co-founders Dr Paris Acharya and registered nurse prescriber Anna Miller setting up Ardour Clinic. Having first crossed paths at a previous clinic, where they worked together for six years, they embarked on a new journey together in May 2024, when they opened the doors of the medical aesthetics sanctuary in Marylebone, with a mission to provide a holistic approach to beauty and wellbeing.

"After 12 years, I decided it was time for a new chapter, leaving in June 2023 to pursue something closer to my heart," comments Miller. "It was a leap of faith, but I instinctively knew it was the right move."

Driven by a common vision to offer a more personalised and comprehensive approach to aesthetics and wellness, Dr Acharya and Miller combined their expertise in medical aesthetics and holistic wellbeing to not only treat their patients' symptoms but also provide holistic guidance and support at every step of the journey.

A couple of years ago, Miller retrained as a life coach and launched the Anna Miller Method as a side hustle: "It allowed me to combine my passions for coaching and aesthetic facials, blending inner transformation with outer confidence. Setting up a clinic with Dr Acharya felt like the natural next step, and from that moment, everything just fell into place – almost as if it was meant to be."

During their years working together, they noticed a lack of what they felt was a truly holistic approach to beauty and wellbeing. "We found many patients were struggling with certain aspects of their lives and presented with skin issues, hormonal problems and general health concerns," adds Dr Acharya. "Our clinic isn't just about treating symptoms; we delve deeper to provide personalised guidance every step of the way. Whether our patients seek aesthetic refinement, optimal skin health, hormonal balance, or life coaching, we are here to support them."

THE HEART OF ARDOUR CLINIC

The clinic's name, meaning great enthusiasm and passion, reflects the care that Dr Acharya and Miller bring to their practice, guided by the core values of wisdom, service, and empowerment.

Located in the vibrant Marylebone Village, Ardour Clinic is housed in Elliott House, a space that exudes warmth, elegance, and charm.

"When it came to choosing the location, we always knew we wanted to stay in and around Marylebone," comments Miller. "It's a community we know intimately, and I've been part of it for many years now. Premises in this area are notoriously hard to come by, and we visited several locations before finding the perfect one. We explored places on Cavendish Square and Crawford Street, but none of them felt right. Some were too clinical, while others lacked the soul we were looking for."

The moment they walked into Elliott House, they fell in love. "It had everything we wanted – a beautiful space with character, charm, and warmth," adds Dr Acharya. "It's vibrant yet elegant, perfectly reflecting the ethos of our clinic. We couldn't ask for a better home for Ardour.

The clinic was designed to feel more like a home than a clinical environment, with details that create a sense of calm and tranquillity. From the bright and airy interiors to the presence of plants and greenery, every aspect of the design reflects Ardour Clinic's commitment to creating a nurturing and welcoming space for its patients.

"The design was inspired by a Parisian apartment, with thoughtful details that create a sense of warmth, elegance, and belonging," elaborates Miller. "Our aim was for patients to feel immediately at ease, surrounded by beauty and calm, as soon as they walk through our doors."

ARDOUR
CLINIC

The clinic's design was a step-by-step process focused on functionality, aesthetics, and patient experience: "We knew that we wanted the space to be welcoming, warming, and conducive to healing, and we also wanted to be able to transport patients away from the busy hustle and bustle of London life. We're aware that many people visit us for an escape, so we wanted to make sure that this shone through in the design."

"We always knew that we wanted the space to be very bright and light, with white furniture and walls to really open the space up," adds Dr Acharya. "The last thing patients want when visiting a premium clinic is to feel uncomfortable, so it was important to us to encompass this airy feel in the design. We also chose warm, wooden flooring to create a calming environment, reflecting our dedication to patient care. The clinic embodies wisdom in its timeless and sophisticated aesthetic, creating an atmosphere where expertise and experience are evident. It represents empowerment by providing a space where patients feel seen, heard, and supported to become the most confident version of themselves."

According to Miller, the foliage was designed to give a sense of vitality: "The presence of plants is associated with reduced stress and improved wellbeing, creating a tranquil atmosphere, perfect for Ardour. We've taken the clinical out of the clinic, made it homely and welcoming, it's somewhere to relax and enjoy."

SOMETHING FOR EVERYBODY

The clinic's clientele ranges from busy professionals to individuals navigating significant life changes, all seeking to invest in their long-term health and confidence. Ardour welcomes patients of all genders and ages, offering bespoke treatments that focus on subtle, natural-looking results and a balance between looking good and feeling good.

"We don't really have a 'typical client'," says Dr Acharya. "Our clients value subtle, natural-looking results and appreciate the balance between looking good and feeling good. Many of them are busy professionals or individuals navigating significant life changes, such as menopause or periods of stress, who want to invest in their long-term health and confidence. They come to us because they trust our expertise and know they'll be treated as a whole person, not just another appointment in the diary."

In addition to its signature facials and aesthetic treatments, Ardour Clinic offers a range of bespoke programmes tailored to different needs. From the 'Focus,

Influence and Confidence' programme for men to the 'Serenity and Strength' programme for stress management, the clinic aims to provide a 360 approach to wellbeing for every individual, blending aesthetics with wellbeing and life coaching to achieve their fullest potential.

LOOKING TO THE FUTURE

To get to where Ardour is today, Miller feels they have had to "trust the process". She says, "One of my biggest life lessons would have to be realising that everything I have ever done, jobs I've had, books I've read, courses I've been on, new skills I've learned, have all led me to exactly where I am now. I am no longer in pursuit of anything. I'm proof that everything will happen in its own time, and I love that I can be an example to my coaching clients."

Miller advises any practitioners looking to open their own clinic should know their value, focus on quality not quantity and invest in building relationships: "Building trust with your clients takes time, but it's the key to long-term success. Treat your patients like individuals, not transactions, and they'll keep coming back."

"It is completely normal to make mistakes along the way," adds Dr Acharya. "Often it is not the mistake that is the issue but how it is managed and the biggest lesson to learn is the ability to communicate clearly and kindly – it will help you go far when running your own business."

Looking ahead to 2025, Ardour plans to expand its menu with cutting-edge treatments designed to enhance skin health and overall wellbeing. Regenerative therapies like exosomes and polynucleotides are in high demand, offering innovative solutions to improve skin health at a cellular level. For example, Ardour's Skintuitive treatment, which combines Mastelli polynucleotides with clinical-grade chemical peels and growth factors, is a popular choice among patients seeking to rejuvenate their skin.

"In 2025, we're planning to expand our menu with more cutting-edge treatments designed to enhance skin health and overall wellbeing," adds Miller. "Our focus will continue to be on bespoke, science-backed solutions that empower our patients to feel their best, inside and out."

"We're also excited about the prospect of expanding Ardour Clinic beyond its current scope, although we're still exploring what that will look like," says Dr Acharya. "Whether through additional locations, partnerships, or new services, we're committed to staying true to our values of wisdom, service, and empowerment as we grow. Ultimately, our goal is to create a community where every patient feels seen, valued, and supported – not just as clients, but as individuals."

The clinic aims to lead the way in offering innovative, science-backed treatments that celebrate the natural ageing process and promote resilience, texture, and luminosity. By focusing on enhancing skin health and wellness, Ardour seeks to empower clients to thrive and embrace their individual beauty.

"We believe that true beauty encompasses more than just external appearance," concludes Miller. "It's about achieving your fullest potential in every aspect of life – health, beauty, and overall wellbeing. We want to make an impact on everyone's confidence, showing that true beauty and holistic wellbeing come from the inside too." AM

THE NEFERTITI LIFT

Dr Ivona Igerc discusses non-surgical jawline contouring

DR IVONA IGERC
Dr Ivona Igerc, popularly known as Dr Ivy, is a highly respected aesthetic doctor with a broad range of expertise in aesthetics medicine and facial rejuvenation.

As the founder and president of the Academy of Face Design, she is dedicated to advancing the field through training and education, organising workshops and seminars for aesthetic practitioners in 23 countries worldwide. Dr Igerc's desire to develop solutions for facial rejuvenation that require little or no downtime is what led her to develop Face Design.

One innovative, non-invasive technique that delivers impressive results with minimal downtime gaining widespread recognition is the Nefertiti Lift, a procedure named after the iconic Egyptian queen renowned for her elegant jawline and swan-like neck. By utilising botulinum toxin, this injectable treatment provides a subtle yet transformative lift to the lower face and neck, making it one of the most popular treatments for many of my patients. This technique is also sometimes referred to as the 'Swan Lift' or 'Royal Lift'.

The Nefertiti Lift targets the platysma muscle, a superficial muscle that runs vertically from the jawline to the collarbone. As we age, the downward pull of this muscle can contribute to the appearance of jowls, neck sagging, and a less defined jawline. The procedure involves injecting small amounts of botulinum toxin into specific points along the platysma and the lower face, which weakens the downward pull of the muscle. This allows the upward-pulling muscles of the face to work unopposed, creating a more lifted and contoured appearance. I like to combine this technique with masseter botox injections to define and contour the jawline area. There are many benefits to treating patients with the Nefertiti Lift versus a more costly and invasive treatment, such as a lower facelift:

Non-surgical alternative: Patients increasingly demand non-invasive procedures with minimal recovery time. The Nefertiti Lift offers an alternative to surgical facelifts, particularly for younger patients or those with mild to moderate skin laxity.

Natural results: Unlike dermal fillers, which add volume, the Nefertiti Lift focuses on redefining natural contours. The result is a subtle lift that enhances the patient's appearance without looking overdone.

Versatility: The procedure is suitable for both men and women and can be tailored to address specific concerns, such as jowls, undefined jawlines, and neckbands.

Minimal downtime: The treatment typically takes roughly 30 minutes and requires little downtime, making it convenient for those with busy lifestyles and those who want immediate results.

The success of the Nefertiti Lift lies in understanding the anatomy of the lower face and neck. The platysma muscle exerts a downward pull on the jawline, which can counteract the effects of the upward-pulling muscles, such as the masseters and zygomaticus. By injecting botulinum toxin into strategic points along the platysma, this helps reduce its activity, allowing the upward-pulling muscles to dominate.

I typically inject strategically along:

- The lower border of the jawline, to improve definition and reduce jowls
- The vertical neck bands, to minimise their appearance and create a smoother neckline.

This technique requires a precise understanding of the facial and neck musculature to ensure optimal results while avoiding complications such as asymmetry or over-relaxation of the muscles.

PATIENT SELECTION

As with any aesthetic procedure, patient selection is critical to achieving the desired outcome. The Nefertiti Lift is most effective for patients with mild to moderate skin laxity in the lower face and neck. It is not a substitute for surgical interventions in cases of severe sagging or excessive skin laxity as it will fall short of the patient's desired outcome.

Ideal candidates include:

- Patients in their 30s to 50s with early signs of ageing
- Those with prominent platysmal bands or mild jowling
- Individuals seeking subtle, natural enhancements without the risks or downtime of surgery.

I do my best to manage patient expectations during the consultation process. While the Nefertiti Lift delivers noticeable results, it does not provide the dramatic effects of a surgical facelift. However, for patients who prioritise a non-invasive approach, suffer from mild to middling skin laxity, and cannot invest in downtime, it's an excellent non-surgical option.

The Nefertiti Lift is a straightforward procedure, but precision is key to achieving optimal results.

Assessment and mapping: I begin by evaluating the patient's facial anatomy, noting areas of concern such as jowls, neck bands, or a lack of jawline definition. Injection points are marked along the lower jawline and platysma muscle.

Preparation: The skin is cleansed, and a topical anaesthetic may be applied for patient comfort, although the procedure is typically well-tolerated in most cases.

Injections: Using a fine needle, botulinum toxin is injected into the predetermined points. I ensure symmetrical placement and appropriate dosing to avoid overcorrection or asymmetry using my mico-droplet injection approach and injecting the masseter.

Post-treatment care: Patients are advised to avoid lying down, exercising, or massaging the treated areas for several hours post-procedure to prevent toxin migration. They should also avoid working out and saunas for the next 48 hrs.

My patients typically notice improvements within seven to 10 days, with full results visible after two weeks. The jawline appears more defined, neck bands are less prominent, and the lower face looks rejuvenated and sculpted.

The results of the Nefertiti Lift usually last three to six months, depending on the individual's metabolism and muscle activity. Regular maintenance treatments are required to sustain the results, offering practitioners an opportunity to build long-term relationships with their patients. Depending on the patient, in some cases, I may suggest combining the Nefertiti Lift with threads to sculpt and define the face, but this is more so for patients suffering from more than average skin laxity.

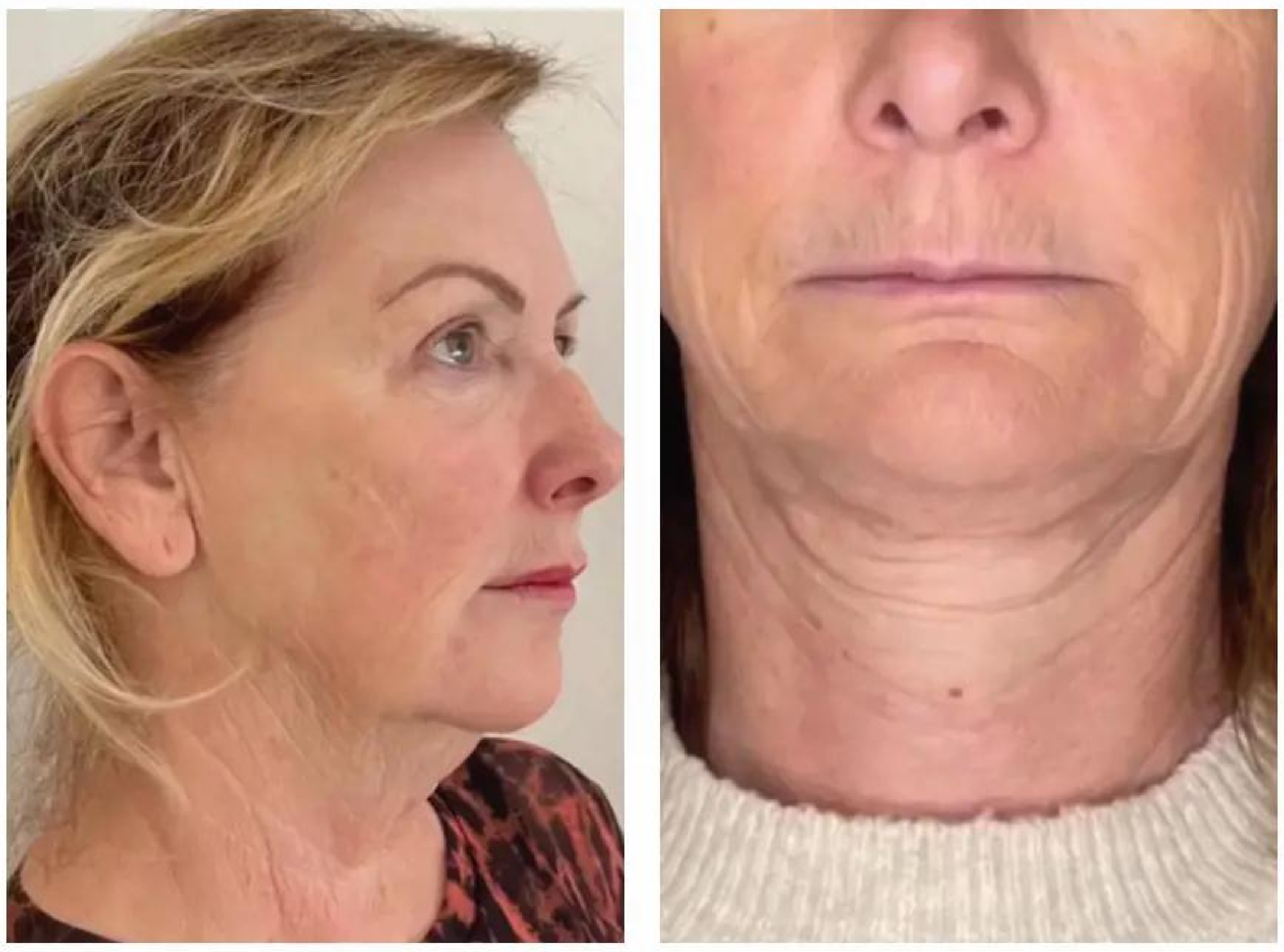
While the Nefertiti Lift is a very safe injectable treatment, it does come with some potential complications including:

- Bruising or swelling at the injection sites
- Asymmetry or uneven results
- Difficulty swallowing or speaking if the toxin spreads to unintended areas.

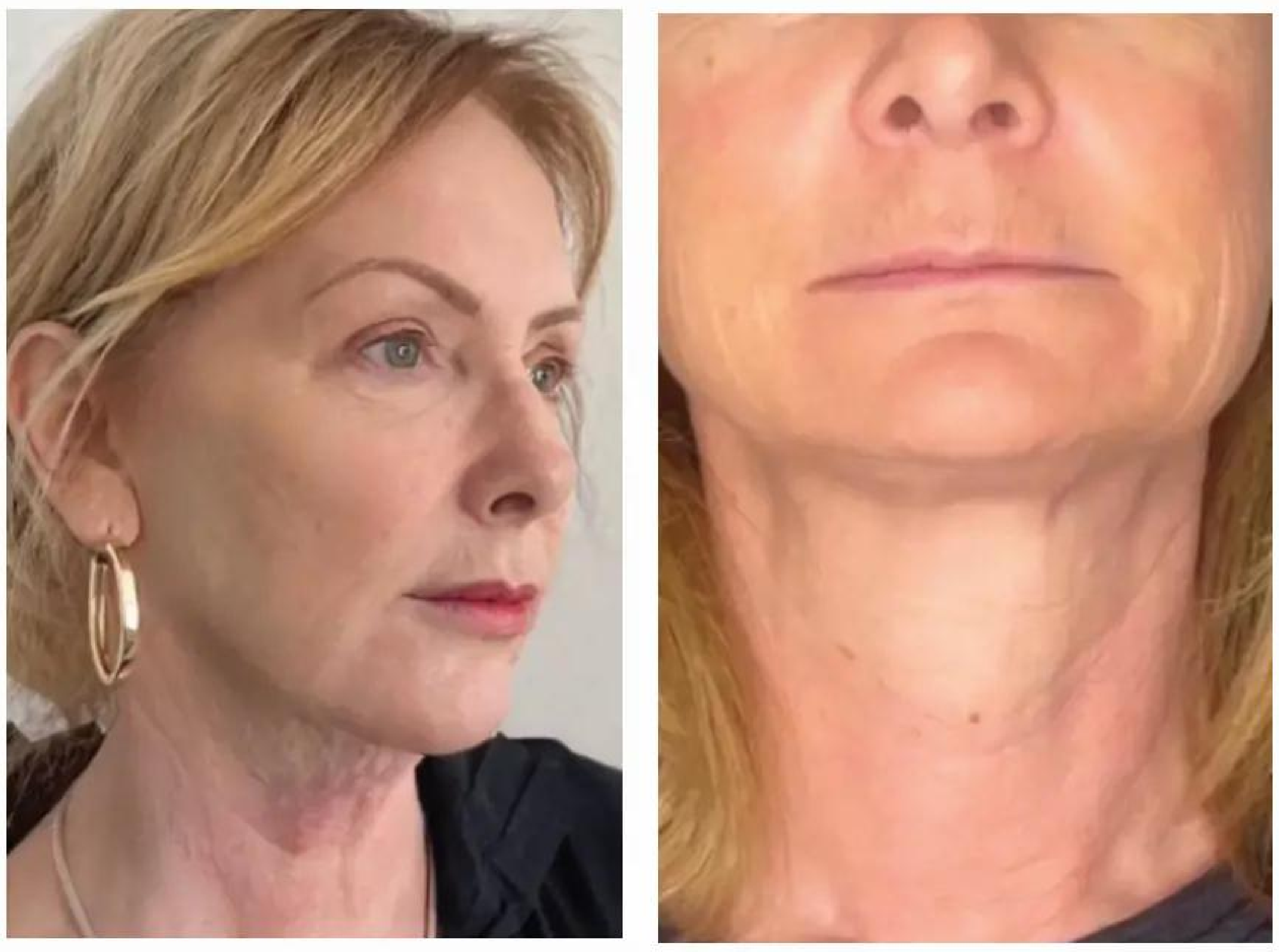
This is why it's essential to have expertise in facial anatomy combined with proper injection techniques, to help avoid these complications.

The Nefertiti Lift represents a perfect blend of art and science in aesthetic medicine. By understanding the intricate interplay of facial muscles and harnessing the power of botulinum toxin, it's possible to achieve elegant, natural results that enhance your patient's confidence, without having to opt in for surgery.

By perfecting this technique and educating patients about its benefits, aesthetic practitioners can elevate their practice and solidify their reputation as leaders in non-surgical facial rejuvenation.



▲ **Before**



▲ **After**

FULL-FACE REJUVENATION

Dr Thivos Sokratous at Ouronyx looks beyond the mirror for a holistic approach

DR THIVOS SOKRATOUS
Dr Thivos Sokratous is an Imperial College London graduate, with a pronounced passion for aesthetic medicine. Next to his specialism in facial aesthetics, he has a strong background in anatomy and physiology with experience in surgery and psychiatry. Known for combining his tailored approach towards full face rejuvenation with intricate skin-health work; Dr Sokratous enjoys incorporating his systematic skin analysis with his bespoke facial harmonisation treatments.

This article explores the journey of Jace Smith, a 42-year-old first-time patient, through a comprehensive full-face rejuvenation treatment. She came to Ouronyx with concerns about looking aged, tired, and sagging, and underwent a tailored, multi-layered approach involving neuromodulators and dermal fillers. This case demonstrates how a holistic perspective and advanced techniques can restore balance, natural beauty, and confidence.

INTRODUCTION

True facial rejuvenation goes far beyond softening a wrinkle or plumping a cheek – it's about restoring balance and harmony to a face that has changed across multiple dimensions with time. Ageing impacts every face layer; the bone resorbs, muscles overcompensate, fat pads shift, and the skin loses elasticity. Addressing these changes in isolation often leads to disjointed results, whereas a cohesive approach can create a transformation that feels authentic and natural.

Smith, a first-time patient, came to me seeking a solution to her concerns of looking tired and aged. Her journey reflects a common challenge: how do we achieve transformational results while preserving the patient's identity? By combining neuromodulation and a total of 16ml of hyaluronic acid fillers strategically placed across multiple planes, I could address her concerns with precision and artistry. This case highlights not only the possibilities of advanced techniques but also the importance of respecting the face as a cohesive unit.

METHODOLOGY - PATIENT ASSESSMENT

Smith presented with:

- **Mid-face volume loss:** Contributing to heaviness in the nasolabial area and jowling
- **Muscle overactivity:** Most notably in the mentalis (chin), depressor anguli oris (DAO), and platysma, which exaggerated the downward pull on the lower face
- **Structural challenges:** Retrognathism (receding chin) and a naturally projecting upper lip border, creating a tendency for the lips to pout outward when treated improperly
- **Skin quality concerns:** Fine lines and early laxity.

Her treatment was divided into two stages: full-face neuromodulator treatment to harmonise muscle activity and prepare the face, followed by strategic filler placement to restore structural support and volume.

Stage 1: Neuromodulator treatment
Two weeks before filler placement, Smith received a comprehensive neuromodulator treatment. The goal was to address muscle overactivity and lay the foundation for balanced and precise filler placement.

Key areas treated:

- **Upper face:** Relaxation of the glabella, forehead, and crow's feet to soften lines while maintaining natural expressiveness
- **Mid-face:** The orbicularis oculi muscle was treated laterally, superiorly, and medially to reduce skin bunching, smooth the transition to the cheekbone, and brighten the overall eye area
- **Lower face:** ***Mentalis:*** Relaxing the overactive chin muscle to smooth creases and soften puckering.
  DAO and platysma-jaw insertion: Lifting the corners of the mouth and alleviating the downward pull on the lower face, indirectly improving the appearance of early jowling. ***Base of nose:*** Preventing downward nasal tip movement on animation for a more balanced profile.

This step used a total of 10 units of neuromodulator, harmonising muscle dynamics and creating a neutral, cohesive baseline for the filler phase.

Stage 2: Strategic filler placement
Two weeks later, Smith underwent dermal filler treatment using 16ml of hyaluronic acid filler of varying densities. The placement was precise, addressing the unique challenges presented by her anatomy.

Key areas treated:

1. Lateral cheeks and temples: Filler was placed to restore volume and provide structural support to the lateral face, alleviating mid-face heaviness and lifting the nasolabial region indirectly.

2. Preauricular area: Filling this region helped counteract sagging and reinforced lateral ligaments for a more youthful contour.

3. Jawline and chin: This was a key focus, with filler placed in both deep and superficial planes to enhance jawline definition and provide chin projection. This balanced the lower face, reduced marionette lines, and blended seamlessly with the lips.

4. Lips and perioral area: Enhancing Smith's lips required careful attention. Using a soft filler, I rotated the lips outward to restore balance and minimise her upper lip's natural tendency to pout. Additional filler was placed outside the lip border to refine projection, creating a harmonious, natural appearance.

5. Tear troughs and nasolabial folds: Minimal filler was placed to soften shadows and reduce hollows, ensuring the mid-face remained balanced and free from central heaviness.

RESULTS

Smith's transformation was subtle yet powerful, highlighting the importance of a multi-layered approach. Key outcomes included:

- **Alleviated mid-face heaviness:** Strategic lateral support improved the nasolabial region and provided lift without contributing to central heaviness
- **Balanced lower face:** Chin projection and jawline enhancement restored harmony to Smith's proportions, smoothing transitions and reducing marionette lines
- **Refined lip appearance:** The lips were subtly enhanced, with filler placed to reduce the upper lip's natural tendency to pout outward and create a balanced, soft projection
- **Rejuvenated expression:** The treatment brightened Smith's overall appearance, leaving her looking rested, vibrant, and confident.

Smith described the results as "exactly what I wanted – refreshed and balanced without looking like I've had work done."

CHALLENGES AND CONSIDERATIONS

Smith's case presented unique anatomical challenges that required careful planning and precise execution:

1. Mid-face heaviness: The visible separation of fat pads in the mid-face meant filler in this area would exacerbate the problem. Instead, lateral and upper structural support was prioritised, achieving lift and balance without contributing to central weight.

2. Lip anatomy: Smith's naturally projecting upper lip border required a strategic approach to avoid over-projection. The use of soft filler to rotate the lips outward and refine the lip border showcases how subtle adjustments can deliver significant improvements.

3. Filler stigma: Using 16ml of filler may seem like a large volume to some, but this case highlights the need to stop demonising filler. The key lies in how filler is used – choosing the right product for the right area, placed in the right plane with the right technique by a skilled and experienced practitioner. When done correctly, filler achieves results that look beautiful today and age gracefully.

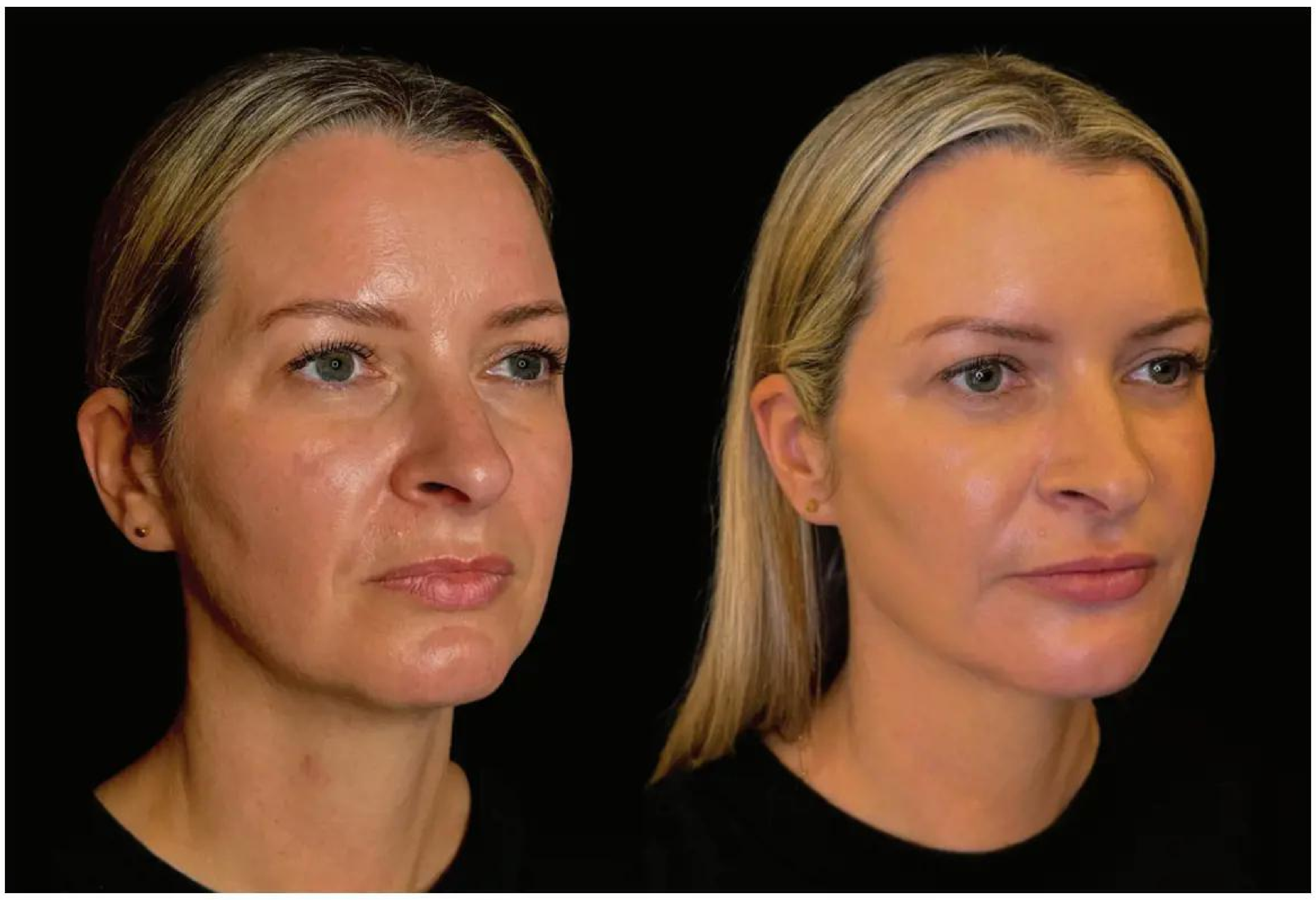
This case underscores the importance of nuanced anatomical knowledge and a holistic perspective. Treating the face as a cohesive unit is critical to achieving results that feel both natural and transformative.

CONCLUSION

Smith's journey exemplifies the transformative potential of modern aesthetic medicine when approached with precision, artistry, and a deep respect for facial harmony. By addressing multiple layers of the face – structural, muscular, and volumetric–and tailoring the treatment to her unique anatomy, we achieved results that restored her natural beauty without compromising her identity.

This case also serves as a reminder of the importance of patient education. At Ouronyx, we place importance on demystifying aesthetic treatments and showcasing the artistry and science behind them, we can shift the narrative around injectables from stigma to empowerment. The goal isn't to fight ageing but to guide it gracefully, enhancing each patient's confidence and sense of self.

Ultimately, this case demonstrates that true rejuvenation is not about isolated corrections–it's about seeing the face as a whole and creating harmony that lasts. AM



▲ Before and after

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PRE AND POST-PROCEDURE *skincare*

Dr Ginni Mansberg looks at what the evidence tells us

DR GINNI MANSBERG

The founder of science based Evidence Skincare (ESK), and author of bestseller, *The M Word, How to Thrive in Menopause,* Dr Ginni Mansberg is a GP, TV presenter, podcaster, author and columnist. She is a physician specialising in women's health, menopause and all things skin. Dr Mansberg is the "Sunrise GP" on Channel 7, the host of Channel 9's *Embarrassing Bodies Down Under* and *Medicine or Myth* on SBS. She is also the host of *Help I Have a Teenager* on the Mamamia Network, *Things You Can't Talk About on TV,* a podcast on Audible, as well as the host of *Drivetime Medical,* an educational podcast for health care professionals. She was named most trusted health care professional in Australia in 2022. Dr Mansberg teaches primary care at the University of Notre Dame, is a speaker, a non-executive director and consultant.

What skincare should we recommend for our patients before and after cosmetic procedures? The literature has been surprisingly inconsistent about skincare recommendations before and after treatments, from the minimally invasive and non-energy-based ones (injectables, microdermabrasion, microneedling, threads and chemical peels) through to energy-based procedures including ablative and non-ablative lasers, intense pulsed light (IPL) and radiofrequency (RF) microneedling. Surveys of practitioners offering these treatments show a lack of consensus on best practices. No wonder it's confusing!

Common sense tells us that we want pre-treatment skin that is well moisturised with as little recent sun damage as possible. Post-treatment, we want to minimise side effects (especially post-inflammatory hyperpigmentation), promote healing, reduce inflammation and enhance results. But what does the evidence say?

With the demand for these procedures on the rise, and more and more patients turning to social media for 'information', there is a real need to provide our patients with expert, evidence-based skincare advice. Luckily, we are seeing some guidelines emerge based on published reviews of the available literature, and round table expert discussions.

SUN PROTECTION – A NON-NEGOTIABLE

No surprises here, with virtually unanimous agreement among the experts that no matter the procedure, strict sun avoidance measures are advised for at least four weeks before any procedure and for four to eight weeks after. Ultraviolet radiation from the sun not only causes photoaging but is pro-inflammatory and has obvious effects on melanocytes, increasing pigmentation problems.

Proper sun protection includes daily use of a broad-spectrum sunscreen with a high SPF that blocks UVA and UVB rays from the sun. This should be reapplied every two hours and be supplemented by a broad-brimmed hat and sunglasses when outdoors. This also applies to patients with skin of colour. Look for a sunscreen with physical sunscreen ingredients (zinc oxide and titanium dioxide), they tend to be better tolerated by sensitive skin than chemical sunscreen ingredients. ESK's daily sunscreen, Zinc Shade, contains zinc oxide as its active ingredient, a mineral sunscreen that sits on the skin, rather than being absorbed into it, physically blocking UVA and UVB rays. It is proven to be safe and effective and is non-comedogenic with anti-inflammatory properties. The formulation feels light on the skin without that white sheen that patients usually dislike, so it is suitable for everyday use.

GENTLE CLEANSING

Twice daily gentle cleansing is recommended in the lead-up to the procedure and in the days and weeks afterwards, with a soap-free, physiologic (4-5) pH cleanser. Harsh cleansers, particularly alkaline soap-based ones, tend to be pro-inflammatory. Gentle cleansing also means no physical scrubs, rinsing off with lukewarm water and gently patting dry without any vigorous rubbing. Easy does it! With a pH range of 4.5 - 5, ESK's Calming Cleanse is a soap-free creamy cleanser containing soothing botanicals that is gentle enough to be used twice a day.

MOISTURISER AND ACTIVE INGREDIENTS

Pre-procedure we're looking for well-hydrated skin with an intact barrier function. Moisturisers with gentle actives are ideal. We want to avoid anything that might trigger inflammation or sensitivity (including fragrance). After the procedure, we are looking to soothe inflammation and promote healing. ESK's Repair+ is a nourishing moisturiser that contains niacinamide, a proven anti-inflammatory, anti-oxidant, moisturising and pigmentation stabiliser, along with a slug of hydration-boosting ceramides and mid-molecular weight hyaluronic acid, peptides, squalane and panthenol. It's also fragrance-free. You can complement Repair+ with Hydraboost HA Serum for an extra hydrating and collagen-promoting shot of hyaluronic acid in an evidence-based mix of molecular weights.

PIGMENTATION CORRECTORS

Pigmentation issues are a common indication for cosmetic procedures, and also ironically one of the main concerns around side effects, namely post-inflammatory hyperpigmentation. For both reasons, most guidelines recommend considering a pigmentation corrector in the pre-procedure skincare routine, especially in patients with skin of colour. Hydroquinone is often suggested but has well-known downsides. 4-N-buterylresorcinol (4-N-B) is a tyrosinase-inhibitor proven to reduce melanin production that's gentler and as effective (if not more) than hydroquinone. Don't forget that retinoids like retinal are also tyrosinase inhibitors and other anti-oxidants such as niacinamide and vitamin C in the form of L-ascorbic acid also help combat pigmentation. So too do hydroxy acids.

Note that most guidelines recommend holding off on retinoids and anti-pigment ingredients including vitamin C and hydroxy acids, for the first week after most treatments, particularly ablative ones, as they may irritate. They can be gradually introduced ont to four weeks post-procedure depending on the need, or held off until healing is complete.

ESK has a suite of products containing proven pigmentation-busting ingredients suitable for use before and after procedures. Enlighten contains tyrosinase-inhibiting 4-N-B, Ultimate A contains retinal – gentler and more effective than its old-school cousin, retinol; both products also contain niacinamide. You'll find AHAs in Smooth Serum or the more gentle PHAs in Gentle Glow, and L-ascorbic acid in a stable form in Reverse C Serum.

CONCLUSION

With proper attention to skincare before and after cosmetic procedures, we have a golden opportunity to help our patients get the best possible results. Thankfully we now have some emerging expert consensus to guide us and a suite of evidence-based ingredients to choose from.

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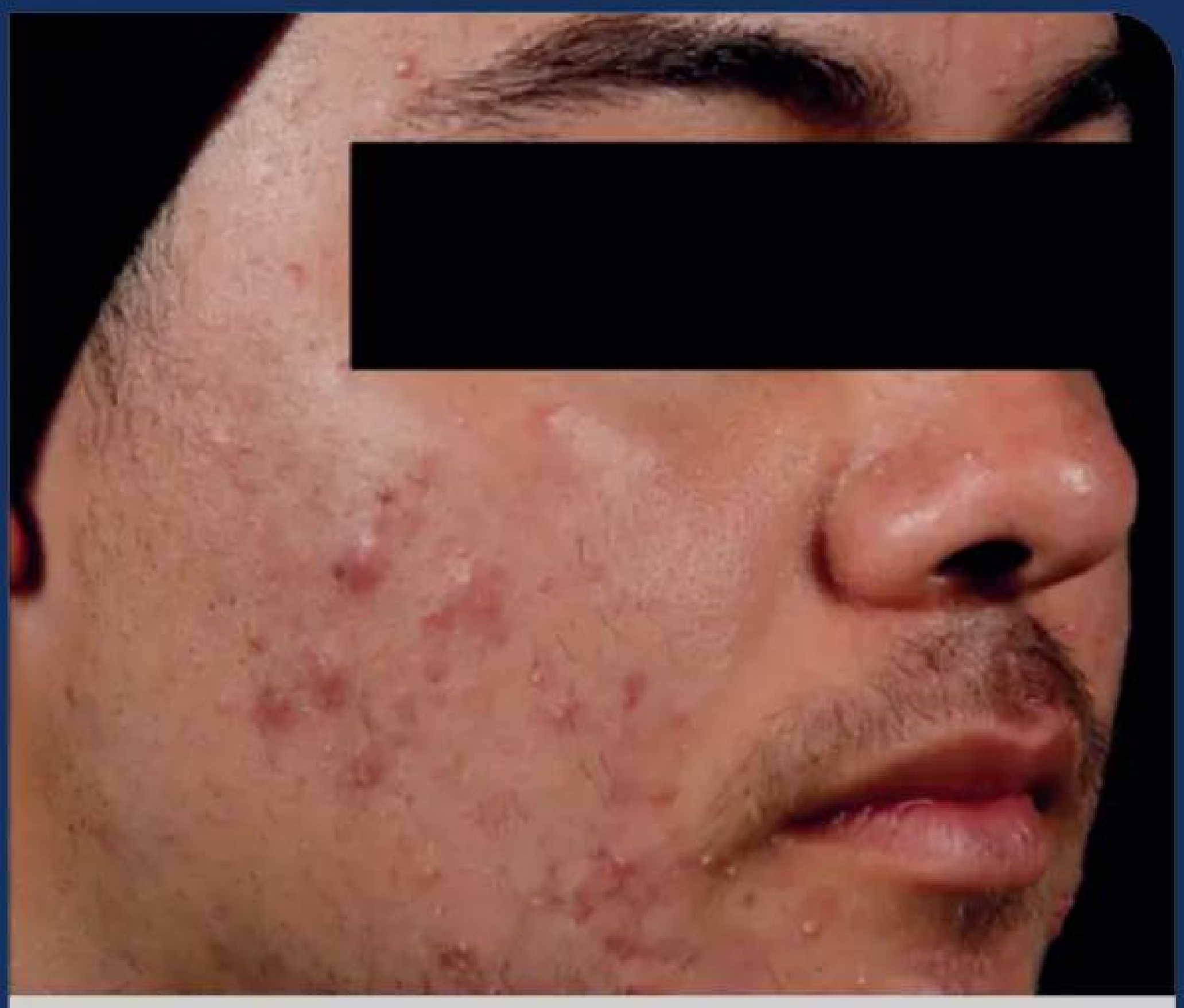
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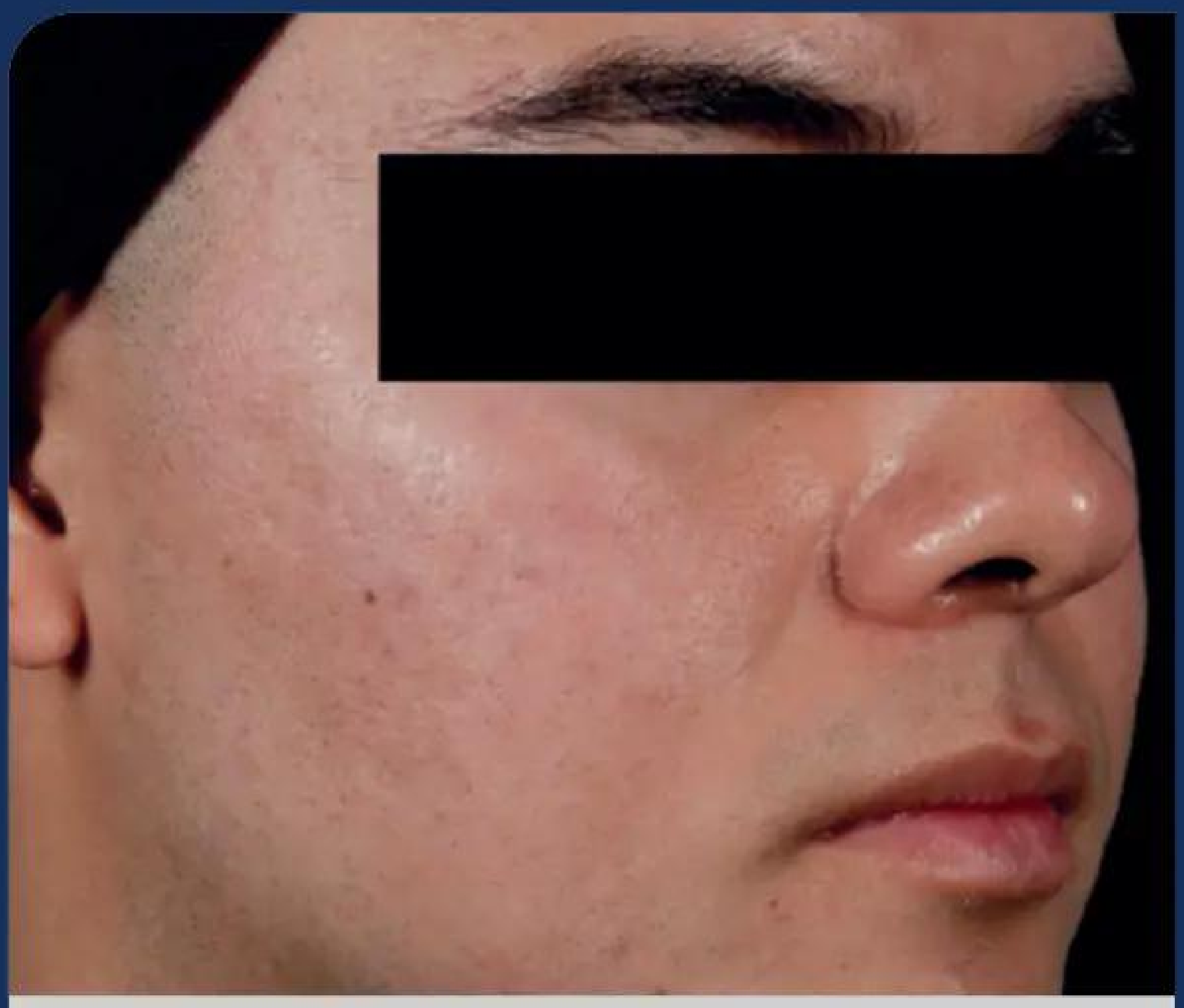
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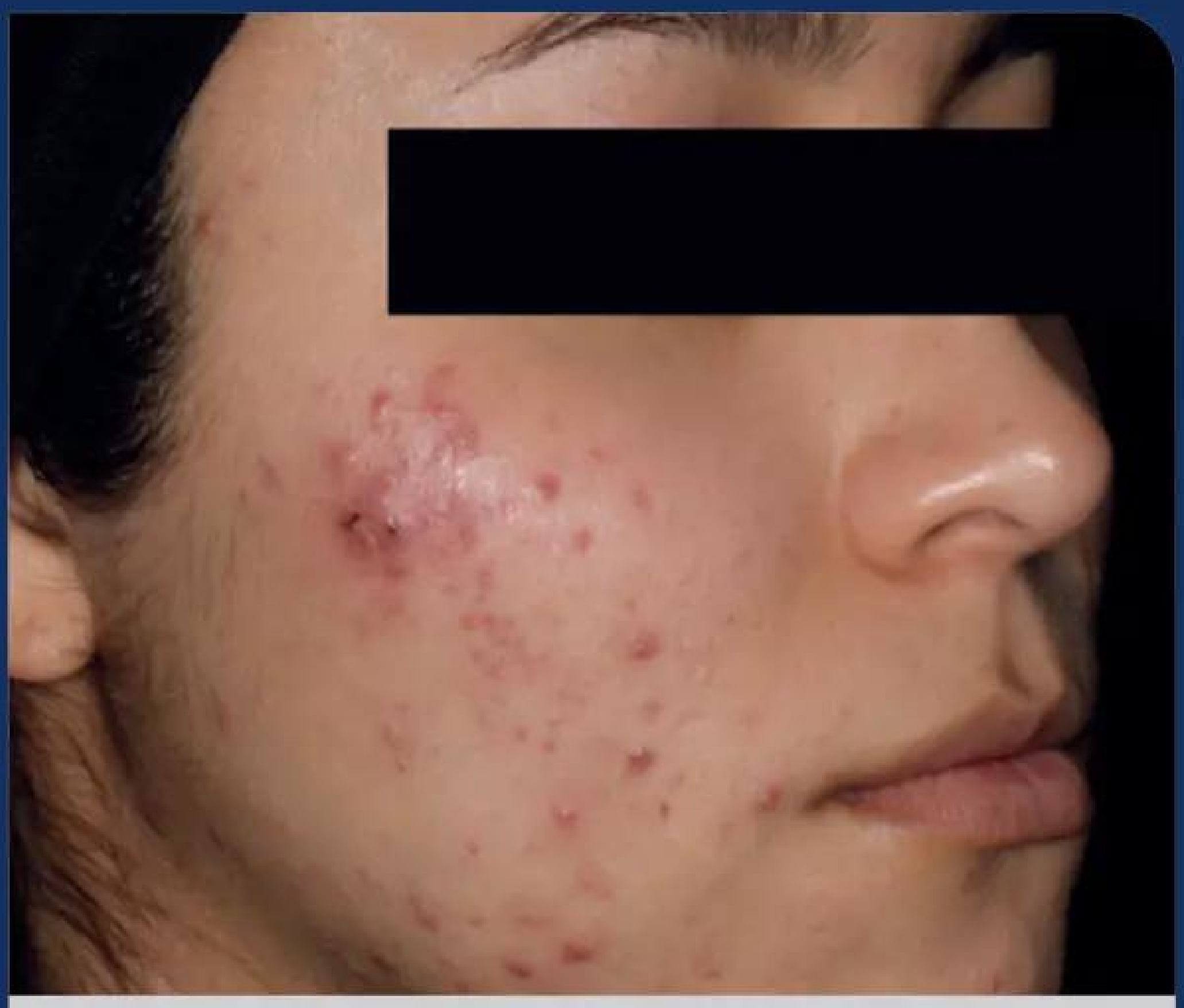
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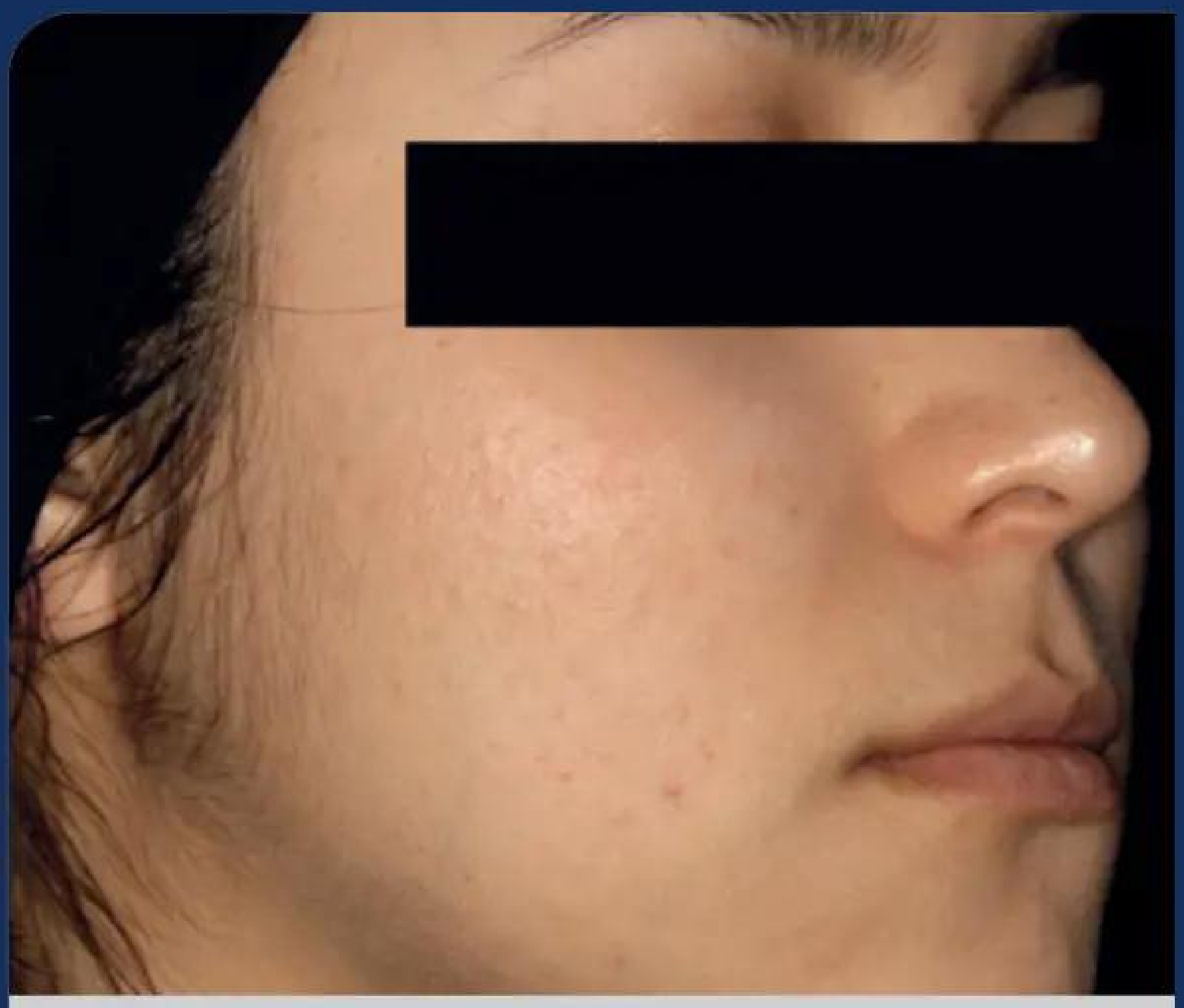
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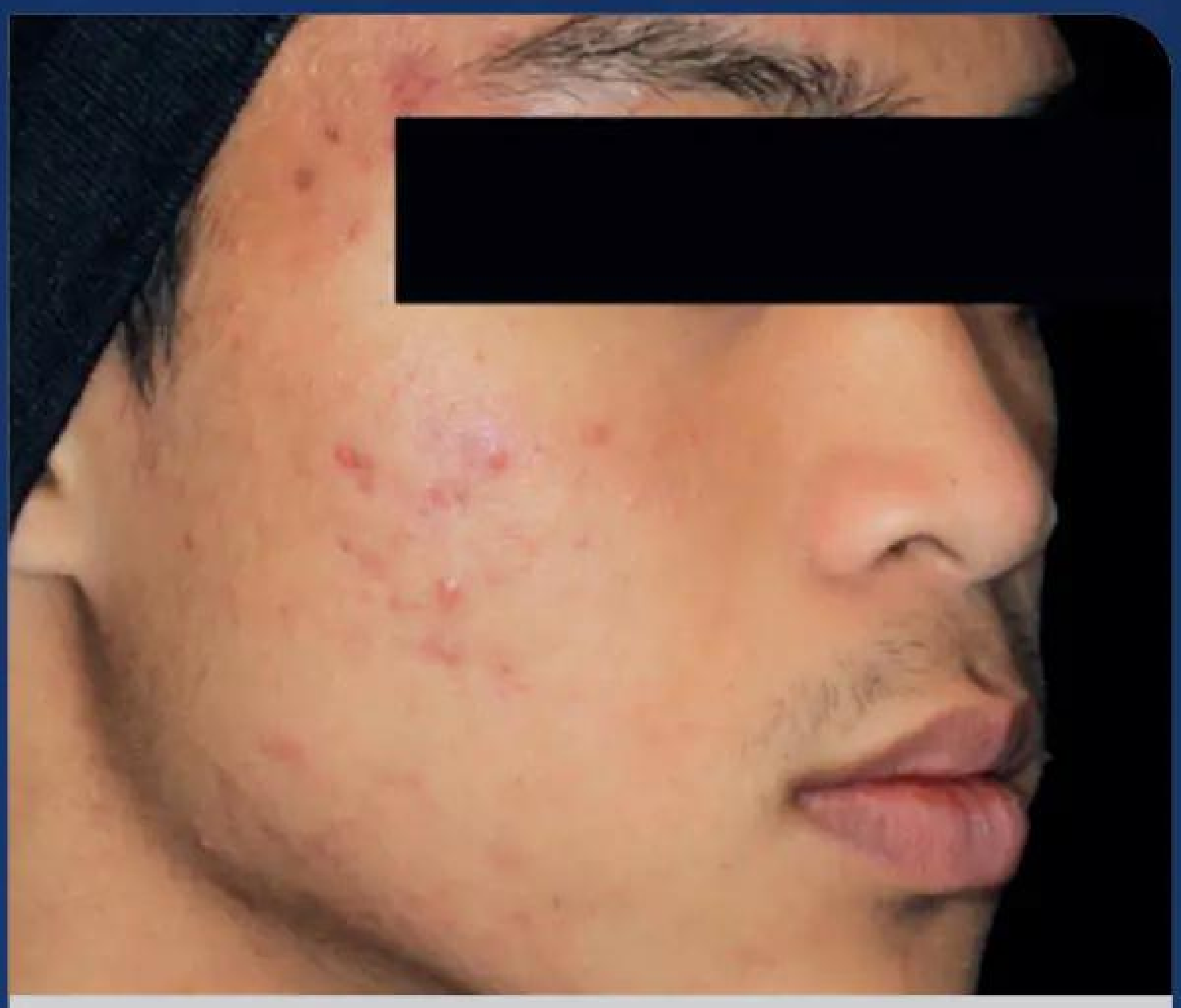
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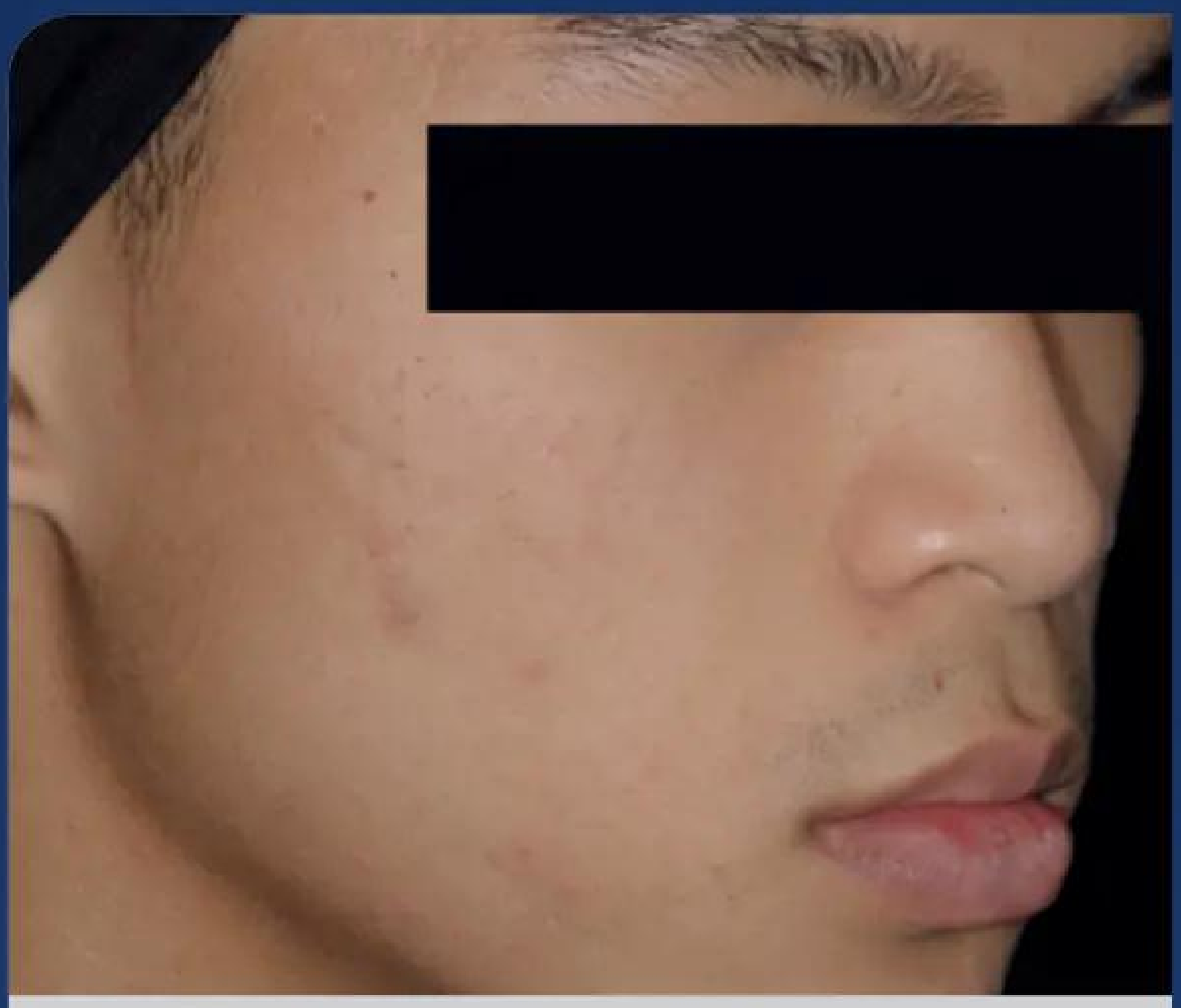
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AESTHETIC TRENDS: THEN, NOW AND BEYOND

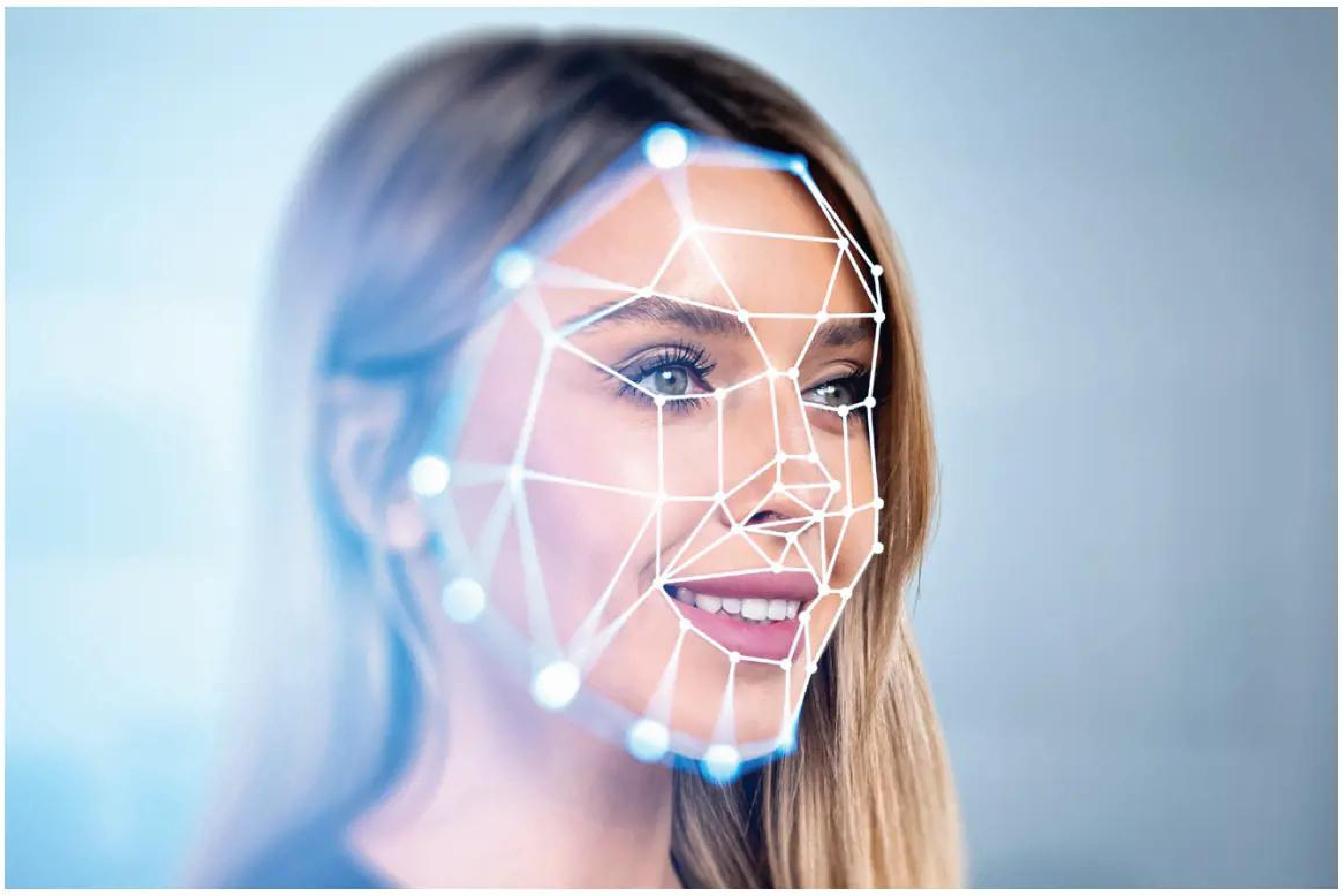
Nurse prescriber **Julie Scott** looks back on the trends that have accompanied her 20 years in aesthetic medicine and gives her insight into what she believes 2025 holds

Trends in medical aesthetic treatments come and go, just as they do in fashion. I have witnessed this first hand in the 22 years I have spent in the industry – the way its growth has ebbed and flowed, the rapid advancement of the technology available to us, and the vast array of changes that have emerged because of it. All of this has impacted the evolution of our patients, resulting in an industry diversified through the pursuit and application of knowledge.

While the history of aesthetic medicine can be traced back to the cosmetic surgery boom in the nineteenth century, my interest lies in reflecting on the industry's developments since the turn of the millennium which have made treatments increasingly accessible to patients, allowing trends to unfold. This era was still a moment of emergence; medical aesthetics was not yet a recognised speciality.

Even so, our practice has always been shaped by our understanding of the ageing process, but at this point the knowledge we held was not as nuanced or in-depth as it has grown to be. Training was not available from educators, so we received it instead from the pharmaceutical companies themselves. This seemingly subtle difference in the origin of our knowledge manifested in our practice, with early patient journeys often chasing a line.

Beyond our own knowledge, the technology accessible to us was similarly taken at a base level. In 1989, Allergan's Botox became the first toxin treatment to receive FDA approval; for an extended period this was reflected in the classic shiny foreheads and raised brow looks we are all familiar with and have now turned our back on. This trend, no longer in vogue, was a direct result of the lack of sophistication our practitioners could execute with the treatments in their contemporary form.



This cause and effect asks the key question – were trends in aesthetic medicine motivated by appetite or availability? Where these trends were observed at the time because of a multitude of patients presenting with the same result, upon reflection this popularity may have been a result of patients simply having the few procedures available to them. My clinical practice has always been focused on achieving natural results through holistic and subtle approaches. However, the rise of the overfilled syndrome in the industry more broadly during the 2010s not only represented the increased interest in dermal fillers but was also indicative of a patient demographic which was keen to receive multiple treatments.

MORE SOPHISTICATED DELIVERY

The demand for a more sophisticated delivery of aesthetic procedures has been mirrored by a heightened understanding among medical professionals of the necessity for control over access to the procedures themselves. This population who sought out aesthetic procedures became, and to a great extent still is, viewed by some under-qualified aestheticians less as a patient group and more as a market. The Keogh Review, published in 2013, made pioneering demands for the urgent need to provide substantial regulation to prevent unlicensed treatments and ensure standard practice sees medical professionals put patient safety front and centre. When I consider the future of aesthetics, I see an environment where this call for safety is not a restriction for patient accessibility, but where it goes hand in hand with their wants.

As more holistic and sustainable approaches to aesthetics gain popularity, it seems that our industry will begin to increasingly align with the wellness domain. Looking good and feeling good go hand in hand; it is vital that patients not only feel good because of the appearance of their results, but because of a fulfilling patient journey from start to finish. Underlining this journey is the elevation of patient autonomy. As technological advancements diversify the treatments possible for us to offer them, our patients have more choices to make. It is becoming increasingly rare for a patient to present with just one concern and for practitioners to respond with just one treatment modality. The development of regenerative medicine and its application to aesthetics not only provides another treatment modality to offer in our clinics but also allows us as practitioners to begin preservative work with younger patients not yet presenting with significant signs of ageing. Working with our biology, not against it, regenerative medicine is in my opinion, an increasingly key ingredient in the patient journeys that we craft.

I believe that the direction of our industry's future trends will be shaped equally by the decisions of our patients as it is by those who advise on and administer their treatments, or by the companies developing the products that end up in their practitioners' hands. This ability for patients to select from a wide-ranging menu of treatments will only drive competition between developers of aesthetic treatments, inevitably vying to produce the most desirable results. While the threat of unregulated products will continue to exist until real government action is taken to intervene, I hope that as technological advancements continue this competition will drive the production of even higher quality medical aesthetic products with the motivation of becoming the next genuine trend in the industry.

DEVELOPING TRUST

The incentive for practitioners and products to develop trust with their patients and deliver high-quality results every time has only increased as a result of the shifting social attitudes towards medical aesthetic treatments. When I was starting in aesthetics 20 years ago, there were no interpersonal referrals; now this is a frequent experience at my clinic and a crucial component in developing my patient base. The population's collective interest in new treatments is being magnified and accelerated by the reduced taboo around the topic. Consequently, the discussions our patients are having with each other, independent of industry input, are shaping the market for medical aesthetics through the creation of a reciprocal relationship between the development of technology and the wants of our patients.

With the future now held half in our hands and half in the hands of our patients, it will be fascinating to watch what aesthetic trends emerge over the next decade or two. 'As they say, history does not repeat itself but it rhymes' noted Margaret Atwood, known for her piercingly insightful dystopias and ability to project the events of our past into our future. Now that we can offer our patients a diverse portfolio of medical aesthetic treatments from which they may select themselves, only time will tell what trends of the past may return.

The industry is positioned for an era of unparalleled technological advancement and I am so thrilled by the promise of seeing its potential realised. Whether this is via the introduction of new treatments in my clinic, or through witnessing breakthroughs in research from afar, the prospect of involvement in and observation of the future of aesthetic medicine is an incomparably exciting one. What I most look forward to gaining from this progress, however, is a regulated industry that harnesses its advancements to solidify the safety of its patients. A future in which technology and safety advance side by side, enhancing one another for the benefit of practitioner and patient, is undoubtedly a future to be excited about.

JULIE SCOTT

Julie Scott is an NMC registered Independent Nurse Prescriber, Level 7 qualified aesthetic injector and trainer with over 30 years of experience in the field of plastics and skin rejuvenation. As an aesthetic mentor and international speaker, Scott has won 'Aesthetic Nurse Practitioner of the Year' at the Aesthetic Medicine Awards in 2024, and at the Aesthetic Awards in 2024 and 2022. Her clinic also received the 'Best Clinic South of England' award at the 2023 Aesthetics Awards. She also sits on the Aesthetics Reviewing Panel for Aesthetics Journal, is a Board member for Dermatology Aesthetic Nurses Association Ireland (DANAI) and is a KOL for the JCCP and several leading aesthetic brands.

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Entrance Policy: Due to the professional nature of the event, nobody under 18 years of age is allowed entry into Aesthetic Medicine North. This includes babies, and prams are also not permitted on the premises. As a busy event, we need to maintain a safe and professional environment for our trade visitors. Thank you for your understanding and cooperation.

The Princess and the PRP

Regenerative expert, nurse **Claudia McGloin** answers all your burning questions

CLAUDIA MCGLOIN
Claudia McGloin is a registered nurse and holds dual registration in both the UK and Ireland. With over 26 years' nursing experience, McGloin is the clinical director and nurse practitioner at The New You Clinic in Sligo. She is one of Ireland's leading platelet-rich plasma experts and has performed thousands of PRP treatments. She has shared her expertise on the international stage and in various publications.

"CAN YOU USE A MESOGUN TO ADMINISTER PLATELET-RICH PLASMA (PRP)? IF SO, WHAT WOULD YOU USE?"

A mesogun can help to administer precise and efficient delivery of PRP into targeted areas of the skin or scalp, which can enhance the effectiveness of the treatment. Mesoguns are designed to allow for adjustable depth and speed of injection, which can improve patient comfort and ensure even product distribution. There are a few devices on the market; ensure that whichever one you choose is CE-marked. You also need to make sure that the device is compatible with PRP and that it is high quality. The company from which you purchase your device should be able to provide you with training and clinical papers on its product. Protocols are available for using a mesogun combined with PRP to treat the scalp, face, neck and decolletage. Depending on where you did your initial PRP training, these may have been given to you, or you can do further training. I can assist you with this if you wish.

"I USE A 30G NEEDLE TO ADMINISTER PRP; HOWEVER, AFTER 20 OR MORE INJECTIONS, IT CAN BE UNCOMFORTABLE FOR THE PATIENT, ESPECIALLY ON THE SCALP AND FACE."

Patient comfort during any regenerative aesthetic treatment is paramount, to reduce pain, and to give a better treatment experience. Ensure that you inform your patient before treatment that there may be some discomfort so they can mentally prepare themselves.

- Use a topical anaesthetic – if you apply this for 30 minutes before the procedure, it can significantly reduce the pain sensation associated with injections
- Give the patient a stress ball to squeeze
- Talk to the patient during the treatment
- Have a TV or radio on
- Apply ice or a cold pack to the treatment area for 10–15 minutes before starting the injections

- Inject slowly to minimise tissue trauma and pain
- Use a cannula
- Use a smaller gauge needle (30G or 32G) to minimise discomfort
- Use a mesogun to deliver PRP in a rapid succession of small doses, for a more controlled injection and to reduce discomfort
- Use vibrating tools.

Remember, every patient is different, and they will all have a different pain threshold.

"ANOTHER PRP COURSE SAID THAT LIDOCAINE DAMAGES PLATELETS, SO I STOPPED USING IT. WHAT CAN I USE INSTEAD?"

Research has shown that lidocaine, particularly at higher concentrations, has the potential to affect platelet function. Studies suggest that, while low concentrations can be tolerated, higher concentrations may impair the aggregation and overall functionality of platelets, which are critical for the therapeutic effects of PRP. Several pain management options are available, such as using a topical anaesthetic rather than adding it to the PRP. I certainly don't add anaesthetic and wouldn't personally recommend you do it. You always want to ensure that the patient is getting the optimum results with a higher concentration of growth factors.

"SHOULD CLIENTS STOP SMOKING BEFORE TREATMENT?"

Smoking can significantly impact the effectiveness of PRP treatments in several ways. It can impair circulation by constricting blood vessels, which reduces blood flow and hinders the delivery of PRP to tissues, ultimately affecting the healing process. Additionally, smoking is associated with changes in platelet function, leading to increased platelet activation and aggregation, which may alter the natural healing properties that PRP aims to enhance. The toxic substances found in cigarette smoke can delay wound healing and tissue regeneration, resulting in longer recovery times and less favourable outcomes from PRP injections. Have a discussion with your patient about this. If quitting isn't feasible, aim for them to stop smoking a few weeks before and after the procedure. If this is not possible, advise that they may not have an optimum result.

If you have questions regarding any aspect of regenerative medicine – PRP, PPP, PRF, polynucleotides, exosomes – or questions relating to treatments, please get in touch either by contacting *Aesthetic Medicine* magazine or emailing claudia@thenewyouclinic.ie. AM

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OZONE *glow*

NYC plastic surgeon **Nina Naidu** considers the effects of climate change on skin health

NINA NAIDU
Nina Naidu MD FACS is a board-certified plastic surgeon practicing in New York City. Her areas of expertise include aesthetic surgery of the breast and body, and non-surgical facial rejuvenation. She is the founder of Anokha, a luxury skincare brand based on active botanicals. For more information, please visit *https://naiduplasticsurgery.com* and *https://anokhaskincare.com* .

The interaction between climate and health is both complex and intertwined.

Climate change can affect not just the health of the planet, but also that of every organ system in the body. There is increasing evidence to suggest that climate-related events including air pollution, depletion of the ozone layer, global warming, wildfires, extreme weather, and loss of biodiversity can disturb the normal functioning of the immune system. As a result of these events, our bodies are exposed to antigens, allergens, heat stress, pollutants, and changes in the microbiome. These stressors can also hyperstimulate the immune system to influence the body's immune tolerance, which in turn can produce an array of conditions including autoimmune disease and allergies.

It is perhaps not surprising that because of exposure to the external environment, the skin tends to be one of the most affected organ systems when faced with climate change. Factors related to climate change affect the skin's ability to maintain homeostasis, precipitating the onset of several cutaneous diseases. Depletion of the ozone layer with elevated exposure to ultraviolet radiation (UVR) has been associated with a higher incidence of skin cancers. Elevated levels of air pollution contribute to increased rates of atopic dermatitis, psoriasis, pemphigus, acne vulgaris, melasma, and photoageing. Higher temperatures because of global warming disrupt the skin's microbiome and exacerbate skin diseases, including atopic dermatitis, acne vulgaris, and psoriasis.

Specific areas of concern related to climate change and their effects on skin health include the following:

1. **Depletion of the ozone layer:** As a component of the upper atmosphere, the ozone layer protects the earth's surface from UVR by absorbing all ultraviolet C and most of the ultraviolet B radiation. As a natural filter, the ozone layer protects us from a known carcinogen. When the ozone layer is reduced, higher levels of UVR can reach the earth's surface, resulting in increased cases of skin cancer, including melanoma, and premature ageing of the skin.

2. **Air pollution:** By protecting the body from external factors, the skin also helps to maintain internal homeostasis. Exposure to urban insults, including air pollution, damages the epithelium of the skin and mucosal surfaces, increasing the incidence of allergic and inflammatory diseases. Specific pollutants such as ozone, particulate matter (PM), volatile organic compounds, and nitrous dioxide have been shown to increase both the risk of developing allergic diseases such as atopic dermatitis (AD) as well as their exacerbation. Air pollutants are lipophilic, which allows their direct penetration through the top layer (stratum corneum) of the epidermis. The result is oxidative stress which dysregulates both the immune system and the skin barrier. Clinical studies confirm these effects, with a well-documented association between air pollutants and the development of AD. Studies have also shown that exposure to air pollution during pregnancy predisposes to the development of AD after birth. Air pollution also triggers oxidative stress with the release of inflammatory mediators within the skin, which in turn exacerbates autoinflammatory diseases including acne vulgaris, pemphigus, and psoriasis. Air pollution increases oxidative stress on the skin, which exacerbates extrinsic skin ageing.

3. **Global warming:** The skin's microbiome acts as a part of the immune system to protect from pathogenic microbes. Although the microbiome typically remains stable over time, the changing climate may disrupt it. Elevated temperatures and humidity have been associated with the increased growth of skin bacteria. Some skin diseases known to be associated with alteration of the skin microbiome include AD, acne vulgaris, and psoriasis.

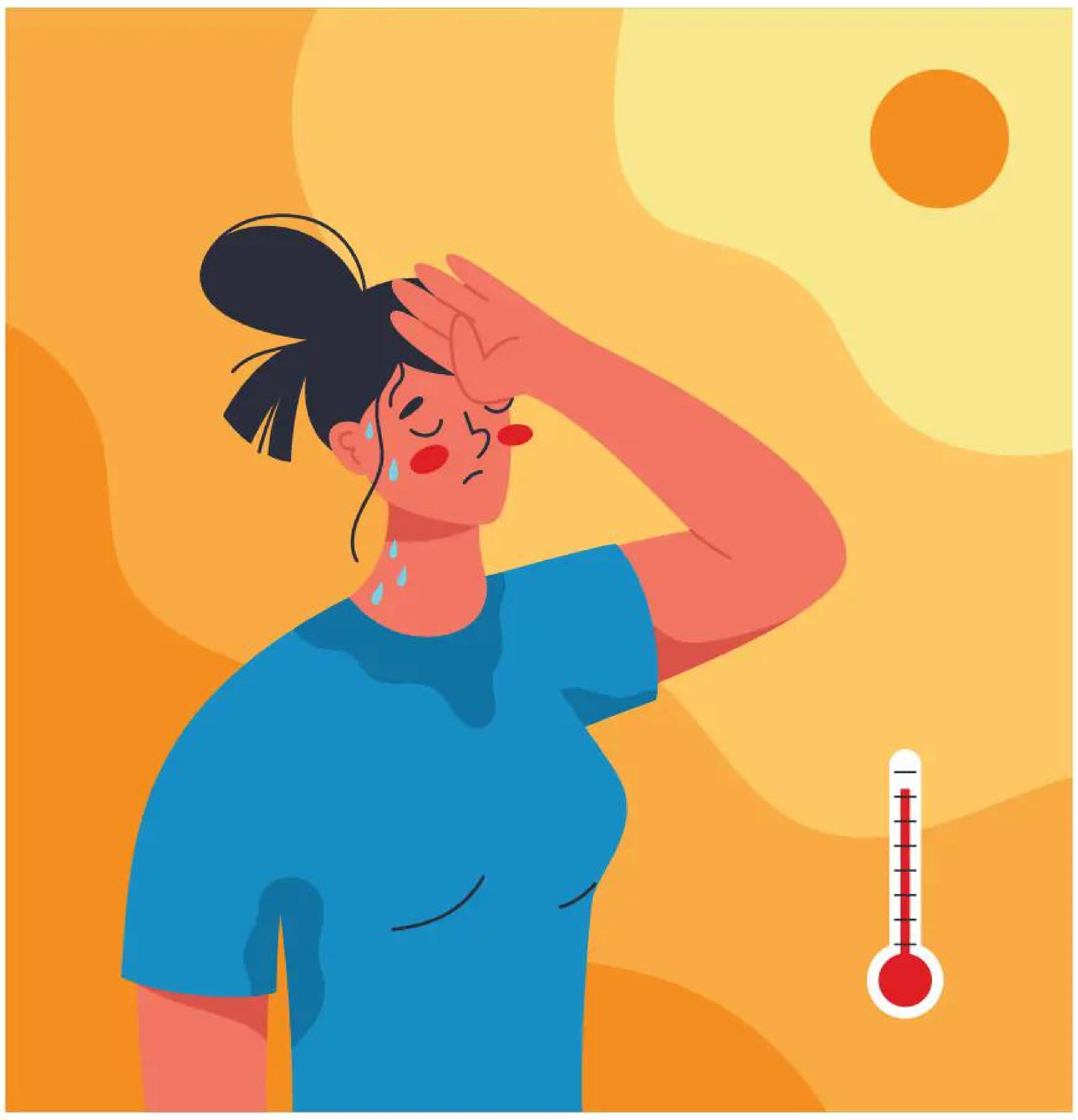
4. **Wildfires:** Wildfires lead to elevated levels of PM, with a demonstrated correlation between wildfires and AD. Wildfires have also been associated with elevated levels of carbon dioxide, which appears to elevate levels of allergic contact dermatitis.

CONCLUSIONS

The effects of climate change on the human body are varied and manifold, with some of the most obvious changes occurring on our most exposed organ, the skin. As the effects of this shift continue to manifest, physicians will undoubtedly see increased levels of photoageing and skin disease in addition to exacerbation of chronic diseases of the pulmonary, gastrointestinal, and nervous systems. This will require increased vigilance for diagnosis, as well as novel methods of treatment.

DEFINITIONS

Acne vulgaris: A common cutaneous disorder of the pilosebaceous unit.
Atopic dermatitis: A type of eczema remarkable for red, flaky, itchy skin, typically affecting the inner elbows and behind the knees. It's often seen with allergic rhinitis, hay fever, and asthma.
Contact dermatitis: A skin rash caused by contact with a specific substance. Avoiding the trigger typically allows the rash to clear in two to four weeks.
Epithelium: A type of body tissue which forms the covering on internal and external surfaces of the body.
Homeostasis: The process by which an organism maintains a state of balance and stability in its internal environment.
Lipophilic: Technically, "fat loving"; also indicates that an ingredient is oil-soluble.
Melasma: A symmetric brown hyperpigmentation of the face and neck, typically seen in women.
Microbiome: All of the genetic material of a microbial community sequenced together.
Particulate matter: A mixture of solid particles and liquid droplets in the air with various components, dust, dirt, soot, smoke, acids, organic chemicals, metal, and allergens.
Pemphigus: A rare group of blistering autoimmune diseases affecting the skin and mucous membranes.
Photoageing: Premature ageing of the skin by the sun.
Psoriasis: Psoriasis is a skin disease characterised by a rash with itchy and scaly patches, typically found on the knees, elbows, trunk, and scalp.
Skin barrier: The skin barrier protects against external agents including mechanical and chemical insults, heat, pathogens, water, and radiation.



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THE BUSINESS OF *hands*

Mr Lorenzo Garagnani considers the market for hand rejuvenation

MR LORENZO GARAGNANI
Mr Lorenzo Garagnani OSI, MD, FRCS, PGDip (Aesthetic and Wellness Medicine), EBHS diploma in Hand Surgery, is an internationally renowned adult and paediatric consultant hand surgeon and aesthetic doctor. He is a founder and was first lead of the orthoplastic hand unit of Guy's and St Thomas' NHS Foundation Trust in London. Mr Garagnani is also honorary reader at the Faculty of Life Sciences and Medicine of King's College London and the medical director of the SE1 Medical Aesthetics clinic in London.

Over the last two years, I have presented in 13 different cities, across nine different countries on hand rejuvenation, in particular, the injection techniques that I developed and teach in my practical masterclasses. The journey has been such a joy and I will be forever grateful for the invites and the people I have met along the way.

At every meeting, sometimes more than once, I am told "I've attempted hand rejuvenation in my practice before, there is no market for hands, so I abandoned it". I am also told "I do hand rejuvenation injections too", often from practitioners that, on further discussion, lack adequate anatomical knowledge or understanding of the indications and risks.

Without being confrontational, I feel these statements need to be addressed.

There may not have been a market 15 years ago; however, the market now is huge. If you are not offering hand rejuvenation to your existing patients, another practitioner is.

It's a matter of statistics, advancements in techniques and patient education. Over the past 15 years, facial aesthetic patient numbers have increased dramatically, to the point where facial treatments are now considered pretty mainstream. There are often multiple aesthetic clinics on every high street, and a significant percentage of the population is visiting these clinics. A large cohort of patients, aged upwards of 40, have been having facial aesthetic treatments for over a decade, and it is these patients that have now forged the emerging hand rejuvenation market.

THE TIME IS NOW

The patient numbers are there and the indication is there, as there is a discrepancy between the aesthetic appearance of the face versus the hands of patients who are now older than when they first embarked on their facial aesthetics journey. Safer techniques have also been developed, products have continuously improved and the industry marketing machines are oiling up their strategies to sell their hand rejuvenation products.

With statistics covered and attention grabbed, let's address the advancements in techniques, increased safety and patient education.

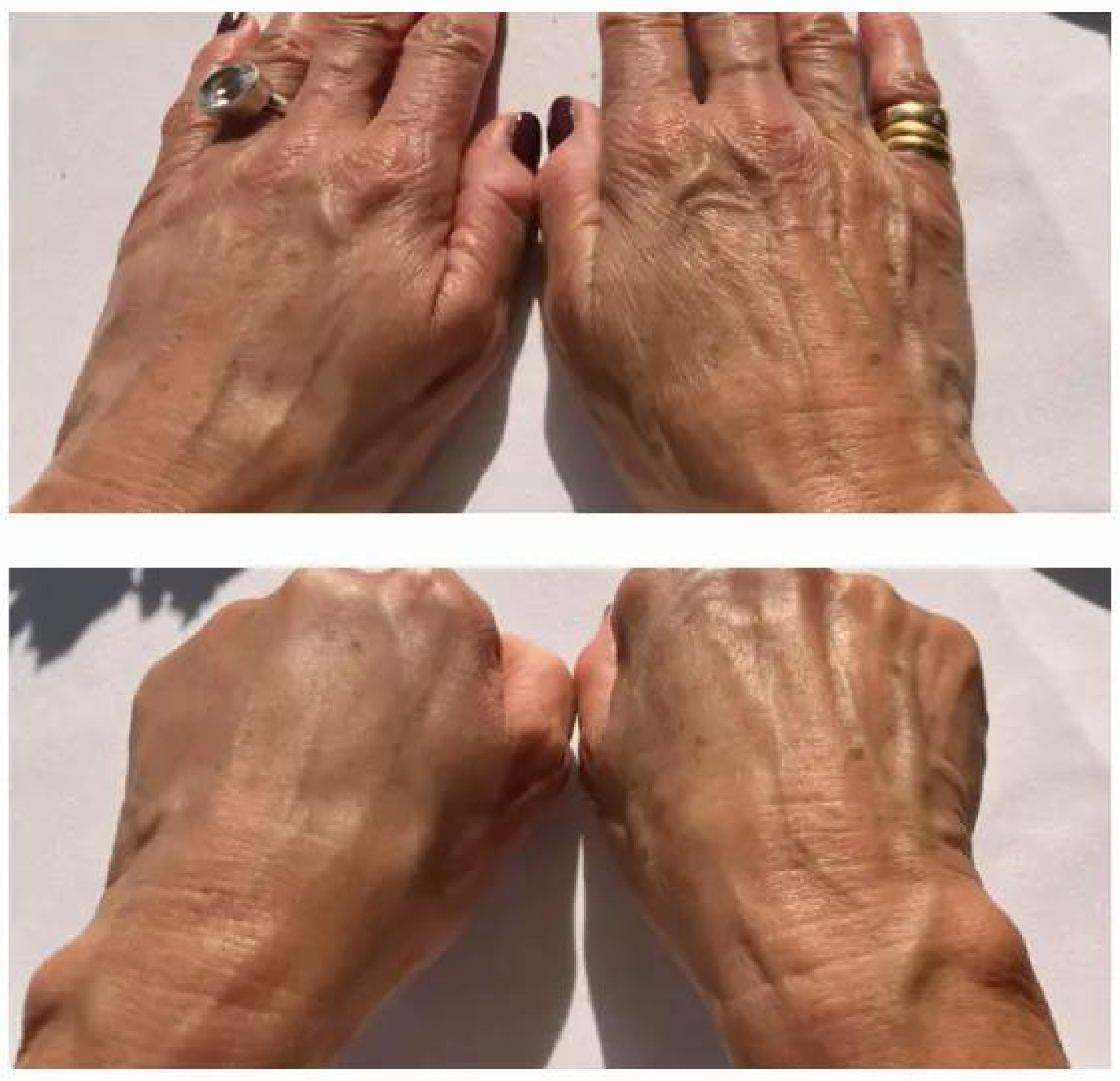
If you are considering adding body injectables to your portfolio of treatments, and, in light of awful horror stories about aesthetic treatments on other parts of the body, one of which recently ended tragically, I beg of us all to respect the following: appropriate training and qualifications; ethics; knowledge of anatomy; use of anatomically based techniques; appropriate patient consultation and indications; prioritisation of patient safety; appropriate antisepsis; and real expertise.The days of 'dabbling' and masquerading as something you are not are numbered. Transparency is paramount if we are going to improve safety.

It is crucial to complete appropriate training. Research the different techniques, and consult hand experts, i.e. practitioners who have actual expertise in the hand and an established practice in hand treatments.

Now you have researched and trained, it's time to educate your patients. For my anatomically-based hand rejuvenation injection techniques with dermal fillers, you are looking for patients who would benefit from contouring and improvements in tissue tone and texture. For younger patients, skin booster treatment alone may be sufficient.

The best way to discuss indications and outcomes with your patients is to have information and case study pictures in your clinic, as well as on your website or social media (after obtaining appropriate patient consent, obviously). Also, you will need to clearly explain any risks and potential complications.

As the percentage of patients choosing facial treatments increases, so does your opportunity to have a healthy practice focussing on hands.



▲Treated (left) and untreated (right)

Ready FOR THE DAY

With only 36% of people getting a 'good' night's sleep, here are three ways to support employee sleep in the workplace

It's estimated that adults between 18 and 65 should aim for seven to nine hours of sleep each night. However, according to data from Nuffield Health in its 2023 'Healthier Nation Index', the average amount of hours has dropped to 5.91 throughout Britain, which is down from 6.11 in 2022 and 6.19 in 2021.[1] Even more concerning is that only 36% of respondents said that they considered the sleep they get as 'good'.

Sleep deprivation doesn't just affect employees on an individual level but also has a huge impact on businesses across all industries. Research from the Rand Corporation found that it can result in 200,000 working days and up to £40 billion lost every year.[2]

This makes it crucial for employers to support their workforce and encourage them to improve their sleeping patterns where possible. Here are three ways you can use the clinic to encourage better sleep for employees.

1. LIGHTING IMPROVEMENTS

The lighting within clinics is often fluorescent white bulbs that can affect employees' concentration and ability to relax and sleep when they get home. This is where you have the opportunity to enhance lighting conditions, promote adequate vitamin D intake, and support employees in maintaining their natural circadian rhythms aligned with the phases of the day.[3]

Alternatively, switching to an enriched blue light has been proven through research to help improve concentration, mood, and performance while improving the quality of sleep later in the evening.[4]

2. WORK HOURS AND SETTING EXPECTATIONS

One factor affecting sleep quality is the amount of work employees must complete, which can lead to overtime work being done at home. In fact, research from Ciphr found that full-time employees worked 18 extra working days outside of regular working hours over the course of a year.[5]

You can use this as an opportunity to establish with your staff that work should stay within the clinic's operating hours. This can help them maintain a healthy work-life balance and not stress themselves over having to work extra hours that can lead to sleepless nights. As employers, setting boundaries and expectations around work can also be important to showing staff that striking that balance is crucial to a happy working life. This could even extend to shift management that works with natural circadian rhythms rather than working against them.

Part of these expectations could be encouraging your employees finding a way to switch off outside of working hours with messaging around reimagining their commute. Ben Mercer, a road bike enthusiast and director at Leisure Lakes Bikes offers how changing your journey home could support sleep: "Switching up the method of travelling to and from work could make a massive difference to sleeping patterns and improve not just sleep health, but also overall physical health as well.

"For example, if you opt for cycling into and from work on a road bike rather than driving or using public transport, you're expending more energy on your journey compared to when you are stationary behind the wheel or sitting on a bus. At the end of the day, depending on how fiercely you're pedalling to and from the clinic, you're bound to be more physically tired, letting you drift off easier. Plus, there's an innate link between exercise and helping to improve mental health."[6]

3. EDUCATION AND ENGAGEMENT

Your staff might suffer from poor sleep simply due to a lack of education around it. Sleep is something that many might take for granted and see as a chore and may not understand how it affects their day to day lives both in and out of clinic. By actively educating and engaging with your staff through interactive workshops or personalised sleep-tracking challenges, you can encourage them to develop healthy sleep habits and experience a positive impact on their overall wellbeing.

This could encourage your workers to reevaluate how they approach their sleeping patterns and schedules, even taking it more seriously and seeing the impact through the available data and statistics.

Knowing the importance of sleep to work performance and the wellbeing of your employees can help improve overall health and productivity and build positive relationships between management and the workforce. This is why supporting and promoting sleep improvement are so important in the modern working world.

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AESTHETIC MEDICINE

Trend Spotlight: AI IN AESTHETICS

Editorial assistant **Michelle Duffield** explores how AI is influencing the future of the sector

As many movies predicted, technology is taking over, however, to our relief, not in the dystopian way we all imagined. Artificial Intelligence (AI) has made an astounding impact in various industries, and the aesthetics field is no exception. AI has come into this profession, not to take our jobs, but assist in them. From personalising treatment plans to simulating surgical outcomes, new technology is being used by practitioners in various ways to improve their patient outcomes and clinic care, all while bringing something new to the [operating] table.

But what does this mean for practitioners and patients who are considering a partnership with AI? We spoke with industry experts to explore how AI is transforming their work and the challenges one might face.

UP CLOSE AND PERSONAL

AI is multi-functional, however, one of its more notable qualities is its ability to analyse data. When speaking to professionals, it was clear that technology has helped practitioners transform the way they develop treatment plans. Dr Marcus Mehta, chief executive at Harley Academy and an aesthetic physician at Story Clinics, explains how AI is enhancing his patient care. "By analysing medical history, skin type, and lifestyle factors, AI algorithms can generate highly personalised treatment plans. Ensuring that each patient receives a tailored approach, optimising results and minimising potential side effects."

At the Meyer Clinic in Chichester, Dr Annelize Meyer uses the Aura 3D Imaging System, which uses AI to provide a deep analysis of facial structures and skin condition. Dr Meyer emphasises that the system's impact on patient engagement is a game changer. "Incorporating a visual system into consultations not only helps patients visualise potential outcomes but also strengthens the clinical relationship. It empowers patients to commit to their skin journey while fostering trust between practitioner and patient."

On the more practical side of things, Dr Raj Thethi, medical director of Yorkshire Skin Centre, highlights the benefits AI brings to clinic operations. "Our AI system records, collates, and summarises all consultations and treatments, ensuring robust medical note-keeping without anyone needing to type. It also generates patient-specific pathways, personalising pre-and post-care based on comorbidities like blood thinners."

VISUALISING THE POSSIBILITIES

If it wasn't futuristic enough, AI-powered simulations are changing the way consultations unfold by helping patients visualise their potential results through its ability to simulate surgical and non-surgical outcomes.

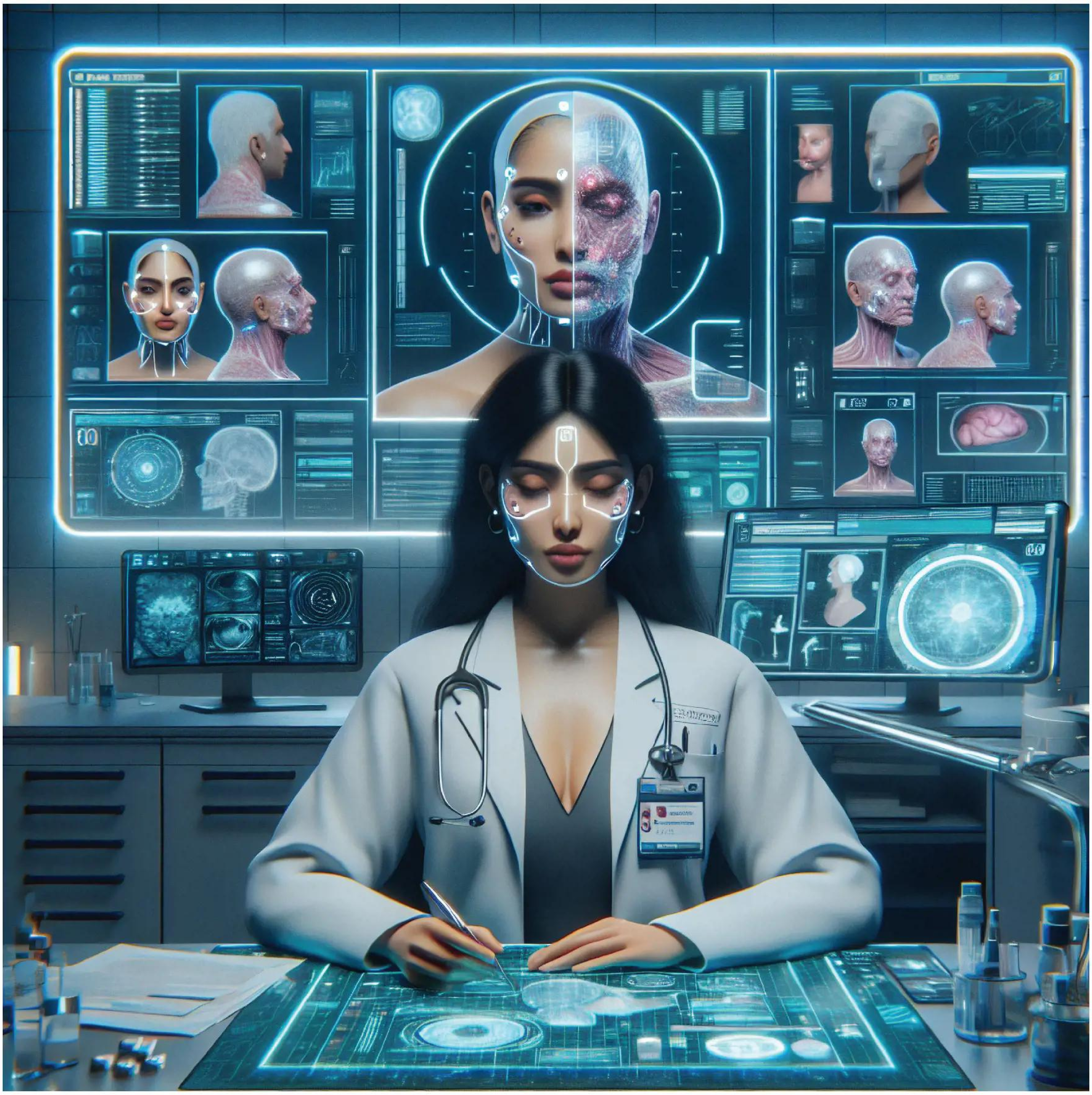
Amanda Demosthenous, director at the Mayfield Clinic, views these tools as innovative, however, also warns us against the dangers of becoming too dependent. "AI-driven simulations enhance understanding and trust during consultations. However, unrealistic expectations or over-reliance on these tools could lead to ethical and legal concerns if outcomes deviate from AI projections."

Dr Mehta points out their role in managing expectations by explaining how "these tools foster open communication and trust". However, it's crucial to explain their limitations, "as simulations are algorithm-based and might not perfectly replicate real-world results", cementing the fact that managing expectations is key.

AI AND THE HUMAN EYE

Non-surgical treatments like skin analysis and customised therapies are becoming more and more enhanced as a result from AI advancements. According to Dr Mehta, AI tools enable precise diagnoses and targeted treatments, improving patient satisfaction. Dr Meyer agrees, noting the diagnostic depth AI provides, as it is able to "deliver insights that the human eye or touch might miss, offering a clear grading scale understood by both clinicians and patients. This not only motivates patients but also supports better health outcomes, such as reducing skin cancer risks."

"These tools provide data-driven insights into skin conditions," explains Demosthenous, as she talks about the role of AI in consultations. "They help uncover information on pigmentation or texture, enabling practitioners to recommend targeted treatments. This customisation boosts effectiveness and builds patient trust."



A NEW LEVEL OF TRAINING

Despite its many benefits, AI technology comes with its challenges, particularly for smaller clinics. Whether it be from a training perspective, or financial limitations, not all clinics are able to keep up to date with the latest technology, so what does this mean for clinics looking to invest?

The cost of AI remains a hurdle for many clinics, particularly smaller ones. Demosthenous advocates for gradual adoption. "Smaller clinics can start small and track their progress with clear KPIs. The cost savings from improved retention and efficiency can eventually pay for the investment."

"The real question is whether it makes processes easier, faster, or more satisfying." Says Dr Thethi, who believes that the investment is justified if the technology simplifies life for both practitioners and patients. "If the answer is yes, clinics will find ways to justify the cost."

THE FUTURE OF AI IN AESTHETICS

AI is just scratching the surface of its potential in aesthetics. From improving precision in procedures to creating immersive consultation experiences, the opportunities are exciting yet demanding.

"AI is transforming the consultation process, making it more interactive and transparent. These tools are not a replacement for expertise but an enhancement that elevates patient care", concludes Dr Mehta.

The integration of AI in aesthetics offers practitioners a chance to refine their craft, deliver personalised care, and modernise patient experiences. While challenges like cost and training persist, the potential benefits promise a new era in aesthetic medicine, one defined by precision, efficiency, and patient empowerment. AM

Looking to the FUTURE

Members of our **Women in Aesthetic Medicine** board consider their ambitions for 2025

Several Women in Aesthetic Medicine (WiAM) board members came together at the end of 2024 for an inspiring discussion about their achievements thus far and their plans for 2025.

The Aesthetic Medicine team was joined by Alex Bugg, Dr Anna Hemming, Dr Mayoni Gooneratne, and Tracey Dennison, and the conversation highlighted the collective strides women in the aesthetics field are making while also addressing the challenges they face.

CELEBRATING ACHIEVEMENTS IN 2024

Reflecting on the past year, Dr Hemming recounted a particularly rewarding 2024. She was honoured with the Lifetime Achievement Award from Cutera and saw her all-female team at Thames Skin Clinic win the Team of the Year Award at the Aesthetic Medicine Awards 2024, which was "totally unexpected" and blew her away: "It makes me think maybe I should retire, but I also know that's not going to happen," she jokes.

Human Health founder Dr Gooneratne shared the milestone achievement of delivering a TEDx talk titled "Role reversal: Why the world should prepare for the women of the future". Her talk delved into the critical role women play in society and the workforce, and how they balance professional and personal roles around caregiving responsibilities. This passion for addressing the health gender gap has driven her to curate the upcoming Women's Health and Longevity Agenda in Portugal, a platform for tackling pressing health issues affecting women.

For nurse practitioner Dennison, 2024 was a year of meaningful milestones. Her Beverley-based clinic celebrated its 10 year anniversary and earned the Best of Beverley, also known as the BOB award. Beyond aesthetics, she took on the role of chair for Women in Business Hull, advocating for women's empowerment and collaboration in her local community.

Bugg, digital marketing strategist at Web Marketing Clinic, offered a different perspective, focusing on her work supporting female-led aesthetic businesses. She noted a growing emphasis on regenerative medicine, menopause care, and practitioner wellbeing. Bugg also reflected on her journey, emphasising the importance of mental health and the camaraderie she finds within her rugby team.

THE FOUNDATION OF OUR FUTURE

The board members turned their focus to 2025, discussing a vision centred on empowerment, balance, and innovation. Dr Gooneratne emphasised the importance of helping women achieve professional success without compromising personal goals. She shared how adjusting her clinic hours around her family's needs inspired patients to consider similar changes for themselves.

"We want to encourage practitioners to align their professional choices with their values," said Dr Gooneratne. "It's about creating a work-life balance that resonates with our priorities while setting a positive example for others."

The discussion also highlighted the need to break barriers that hold women back. Dr Hemming reflected on the courage required to step into leadership roles, encouraging women to push past self-doubt. "For years, I was my own biggest obstacle. Now, I've realised the importance of taking brave steps forward, even if it feels risky."

Dennison related to this sentiment, promoting collective growth. "WiAM's mission is to rise by lifting others. Finding a supportive network can transform not only your career but also your mindset."

A MANTRA FOR 2025

The board solidified its mission for the coming year: to inspire, empower, and uplift women in aesthetic medicine. From fostering leadership opportunities to promoting diversity and inclusion, the goal is to ensure every practitioner can reach their full potential.

Keep an eye on the WiAM community for upcoming events; we've got exciting plans for 2025. Together, we can shape a future where women in aesthetics thrive. AM

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High-tech facials: PLADUO FACIAL

Contributing reporter **Kezia Parkins** visits Dr Preema Clinic to try the new dual plasma device

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THE LOWDOWN

The PlaDuo is a plasma device that uses two gases – nitrogen and argon – for advanced skin treatments and rejuvenation.

Nitrogen plasma targets anti-ageing, skin tightening, wrinkles, pigmentation, and melasma by creating micro-trauma to the skin to stimulate fibroblasts to create collagen, while argon plasma is specifically effective against acne and helps reduce sebum production. It also helps with wound healing, psoriasis and dermatitis.

THE EXPERIENCE

I arrived at the beautiful Dr Preema clinic for the PlaDuo launch event where I was greeted by the brand's team. After a thorough cleanse and consultation, the brand's clinical trainer Rebecca Jones decided to adjust the device to 'Argon Mode' as my hormonal acne was up to its usual tricks. Argon energy penetrates the skin, lowering inflammation, killing bacteria and shrinking sebaceous glands. The device also emits nitrogen plasma gas in Argon Mode but in lower levels and vice versa. The treatment itself feels like a blast of air is being blown onto the skin and the aftereffects are surprisingly tingly. The PlaDuo machine's patented 'Spin-Shot' technology allows practitioners to tailor the energy delivery based on the patient's skin with levels up to 15. Practitioners can choose between low-energy treatments with no downtime and high-energy delayed ablative treatments for those looking for more dramatic results. This flexibility allows clinics to cater to both the cautious patient and those seeking intensive skin transformation.

THE VERDICT

Right after the treatment my skin was glowing vibrantly with a 'glass skin' shine, but in the following days, I started to develop some patches that looked a bit like windburn. My skin also felt very tight almost as if I had just had a peel. After this stage, I did experience a bit of shedding and peeling but my skin looked incredible and textureless a few days after.

BUSINESS BENEFITS

Having both nitrogen and argon mode means the PlaDuo is truly customisable, plus can be combined with treatments like microneedling. This flexibility means that clinics can cater to both the cautious client and those seeking a dramatic skin transformation. AM

Treatment review:

CALECIM FOR HAIR RENEWAL

Editor **Anna Dobbie** visits **Dr Medispa's** Loughton branch to try the professional hair system

THE LOWDOWN

Calecim Professional Serum is powered by PTT-6, derived from a rich source of stem cells. In a controlled laboratory setting, these stem cells naturally secrete bioactive messengers – proteins and exosomes – creating a complex mixture with over 3,000 unique proteins and millions of molecules per milliliter.

These biochemical messengers communicate directly with both epidermal and dermal skin cells, encouraging them to behave like youthful, healthy skin. Rich in skin growth factors and proteins such as soluble collagen and hyaluronic acid, PTT-6 supports the skin's natural renewal processes, resulting in firmer, fuller, and more luminous skin.

Calecim's PTT-6 is ethically sourced and lab-cultivated using umbilical cord lining stem cells – a renewable source of birthing waste collected after the birth of free-range red deer fawns in New Zealand. This makes it both powerful and sustainable. The serum's potent formula works to hydrate, firm, and rebuild the skin's structural layers, offering a natural and effective alternative to retinol for promoting healthy, radiant skin.

In addition to transforming the skin, these bioactive proteins work to reawaken dormant hair follicles and reduce scalp inflammation, creating the optimal environment for healthier, thicker, and fuller hair growth. By targeting the root causes of hair thinning, PTT-6 helps restore vitality to both hair and scalp.

THE EXPERIENCE:

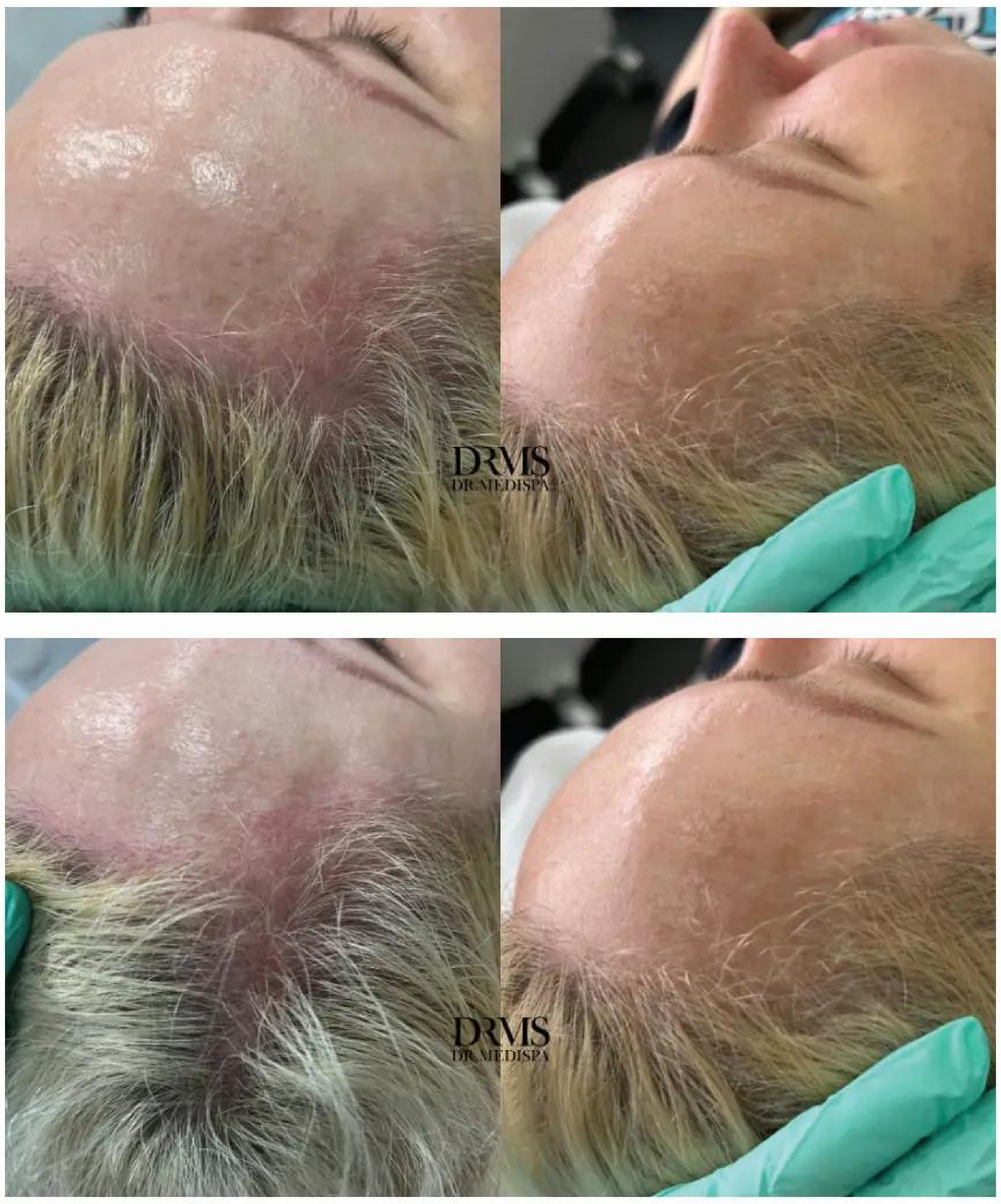
As an East London girl, I was excited to finally visit Dr Munir Somji's Dr MediSpa branch in Loughton for the first of my Calecim treatments. I have been bleaching my hair for around 20 years so I thought it was about time my scalp was given some TLC.

My skin was delicately punctured by the practitioner, using a manual microneedling stamp tool, spreading 2.5ml of the pink liquid to the target area at the front of my hairline and massaging the product in. The serum uses a pH indicator to monitor the state of its active growth factors and proteins. After application, which was slightly prickly but not particularly painful, my hairline was slightly red (as shown in the photos). I was advised that after application, I should not wash my hair for 24 to 48 hours.

After the initial session in clinic, I continued the series of treatments twice a week at home for five more sessions, making sure to time the application at least 24 hours before a hair wash. I was slightly concerned that I wasn't using the application tools correctly, so I was pleasantly surprised by the results.

THE VERDICT

I found it hard to monitor the results of the treatment, so I returned to the clinic six weeks later for 'after photos' to directly compare my hairline after the treatment with the photos taken after the first session. My hairline appears a lot fuller, and it seems to have advanced, which has given me greater confidence. I am very impressed that a treatment I mostly administered at home was able to have this effect and have since recommended the system to anyone concerned about their hair density.



▲ **After initial treatment and six weeks after session**

BUSINESS BENEFITS

As patients can administer this treatment themselves, it could be sold as part of an aftercare package for other hair regenerative procedures.

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Florence Roby

British-based, family-run uniforms supplier, Florence Roby, has launched a new capsule wardrobe range for spas. The 24/25 collection offers outfits suitable for any role within spas and clinics, and each style of tunic, dress and scrubs is interchangeable to maximise the number of outfit options. Manufactured using Softex fabric, the range is low maintenance, non-iron, with stretch and durability, designed to move easily with the wearer.

PRODUCT NEWS

Hydrafacial
Hydralock HA
Hydralock HA

Hydrafacial

Hydrafacial has invested in clinical research to create a treatment that is tailored to individual skin needs. The Hydralock HA Booster can deliver a 300% increase in hydration, plumping and firming the skin, providing 24-hour moisture and leaving the skin glowing.

My Skin Chemistry

A Power Serum by My Skin Chemistry is a multi-retinoid complex, featuring hydroxypinacolone retinoate (HPR), retinal, and retinol, designed to reduce fine lines, even skin tone, and target dark spots. Enhanced with 'hylacalm technology', it hydrates and soothes, delivering results with pharmaceutical-grade efficacy.

TEOXANE
[R]Advanced Serum

Guinot

The Parisian skincare brand has launched the Eye Summum Balm, made with active ingredients, including immune complexes that work to fight against signs of skin ageing by protecting Langerhans cells. The balm focuses on three key areas of the eye contour to visibly reduce signs of ageing and fatigue, such as firming and lifting the upper eyelids and crow's feet and targeting dark circles to help reduce their appearance and decongest puffiness.

iS Clinical

iS Clinical has released The Skin Renewal Collection, which contains brand favourites that are housed in a travel bag, to take on the go. The bag contains Cleansing Complex, to gently remove make-up and impurities without stripping skin of essential natural oils. Active Peel System, a two-step resurfacing treatment, provides controlled exfoliation while increasing hydration and rejuvenation. Reparative Moisture Emulsion is a lightweight moisturiser to keep skin feeling smooth and hydrated and Retinol+ Emulsion 0.3 softens and brightens the appearance of the skin.

Dibi Milano

Dibi Milano has introduced four skin boosters designed to work with the APG Tech Dermoregen device which are compatible with any electroporation equipment utilising microcurrents. Designed for application following microneedling treatments, each of the four professional skin boosters contains a high molecular weight hyaluronic acid for hydrating and plumping benefits for every skin type.

Smart Group Medical

Smart Group Medical and Novoxel have announced the FDA clearance of the dry eye treatment with the Tixel. The newest member of the Tixel family of products was cleared for application of localised heat and pressure for patients with evaporative dry eye due to Meibomian gland dysfunction (MGD). A multi-site clinical study demonstrated significant improvements in the objective scores and a significant reduction in patient-reported symptoms. Tixel systems use proprietary thermo-mechanical action (TMA) instead of light or laser energy. Therefore, Tixel can be used on all skin tones, all year round – even during summer.

Mesolux

Mesolux is a new medical-aesthetic face, scalp and body treatment device from Sisneo that claims to make mesotherapy needling redundant. It uses a specific current that enables transdermal penetration of mesoactive ingredients deep into the skin layers by pulsed electroporation. Electroporation is an electromagnetic pulse that can reach the deepest layers of the skin that traditional mesotherapy cannot. This technology claims to make the electroporation device 100 times more powerful than other conventional equipment, pain-free, needle-free and without any downtime.

FIVE TIPS

to grow your business from solo to team

Time Clinic managing director **Yogeeta Bawa**
looks at overcoming the challenges that entrepreneurs face

Starting a business on your own is a significant achievement, but as your business grows, so does the need for additional support. Transitioning from a solo entrepreneur to leading a team can be both exciting and challenging.

Here are five essential tips to help you make this transition smoothly and effectively.

1. ASSESS YOUR NEEDS

Before you start hiring, it's crucial to have a clear vision of what you want to achieve. Define your long-term goals and the milestones you need to reach along the way. This clarity will help you define and evaluate where you see other roles supporting your business and what you need more time to focus on.

When the time feels right, evaluate which areas of your business require more assistance. Identify tasks that are time-consuming or outside your expertise. This will help you determine the roles you need to fill first. Look at tasks that are taking up most of your time or areas where you lack expertise. This will help you prioritise which roles to fill first. For example, if administrative tasks are overwhelming, hiring an administrative assistant could be your first step.

Also, liaise with your accountant and an HR specialist to understand your commitments and responsibilities when hiring staff and research the current market salary for the position you want to hire.

2. DEFINE ROLES AND RESPONSIBILITIES

Hiring the right people is one of the most critical steps in growing your team. Clearly outline the roles and responsibilities for each position. This ensures that everyone knows what is expected of them and helps find the right candidates. Create detailed job descriptions that include required skills, experience, and key responsibilities.

Look for individuals who not only have the necessary skills but also fit well with your company culture. This isn't always easy to find so be creative with the interview processes; it may be you need two or more touch points using different tools to get to know the candidates, possibly even set tasks or use role play to get to know how the candidate and see how they will respond in certain situations. You can also set value-based exercises to find out if the possible hire aligns with the values of your business.

Aim for diversity in your team. Different backgrounds, experiences, and perspectives can lead to more innovative solutions and a more dynamic team. Diversity also helps in understanding and catering to a broader customer base.

Also, consider how you find the right person; there are several ways to start looking for the right candidate. Once, you have the job description ready you can use online recruitment platforms such as LinkedIn and Indeed, as well as specialised recruiters that take the lead in the whole process and only provide suitable possible candidates for you to interview.

3. IMPLEMENT EFFECTIVE ONBOARDING AND TRAINING

At this point, if you haven't already, it's essential to establish clear processes and policies. Documenting standard operating procedures (SOPs) can help ensure consistency and efficiency. This foundation will make it easier to onboard new team members and scale your operations.

A structured onboarding process is key to integrating new hires into your business. Provide comprehensive training and resources to help them understand their roles and your business operations. Effective onboarding can significantly reduce the learning curve and increase productivity.

Include sharing your vision and goals with your team as part of onboarding, but also update them regularly. Use various communication channels like meetings, emails, and collaborative tools to keep everyone informed and motivated. When your team understands the bigger picture, they are more likely to be engaged and committed.

4. CREATE A POSITIVE TEAM CULTURE

Create an environment where team members feel comfortable sharing ideas and collaborating. Encourage open communication and regular feedback. Team-building activities and social events can also help strengthen relationships and build trust.

Regular team meetings discussing the environment and culture will keep the team motivated and engaged with your goals.

Ensure there is a clear reward

and recognition culture by acknowledging the hard work and achievements of your team members. Regular recognition and rewards can boost morale and motivation. Whether it's through formal awards, bonuses, or simple thank-you notes, showing appreciation goes a long way in building a positive team culture.

5. GROWTH AND DEVELOPMENT

Invest in the professional development of your team. Offer training programmes, workshops, and opportunities for skill enhancement. Encouraging continuous learning not only improves individual performance, it also helps the whole company create better results.

Create clear career paths and growth opportunities within your organisation. When team members see a future with your company, they are more likely to stay committed and contribute to its success. Use personal development plans for team members via 1-2-1 catchups and frequent check-in points to discuss career goals and opportunities for growth. This will help nurture potential leaders within your team.

CONCLUSION

Transitioning from a solo entrepreneur to leading a team requires careful planning and execution. This can be a pivotal moment in your business journey. By identifying key areas for support, hiring the right people, developing clear job descriptions, implementing effective onboarding, and promoting open communication, you can build a strong, cohesive team that drives your business forward. Remember, the goal is not just to expand your workforce, but to create a collaborative environment where everyone can thrive and contribute to your business's success.

YOGEETA BAWA

Yogeeta Bawa is a driven entrepreneur, who founded and scaled a five-star rated medical aesthetic clinic. She has also led a talented team, driven innovation, and managed strategy, finance and operations while growing the team. Her extensive background in high-level operational roles and complex project/programme management has been instrumental in achieving significant organisational milestones.

NEW YEAR, NEW OPPORTUNITIES?

Gilly Dickons looks at why 2025 is an ideal time to conduct a comprehensive audit

Whether 2024 has been exceptionally busy or you're feeling the effects of the ongoing cost-of-living crisis, keeping a close eye on your clinic's performance is crucial. With the help of your CRM system and detailed client records, you can gain valuable insights by reviewing key aspects of your business. Here, we'll break down some critical areas to assess and explain why they are important for maintaining a healthy, thriving practice.

ASSESSING NEW ENQUIRIES

One of the first areas to review is the number and type of new enquiries your clinic has received over the past year. The aesthetics sector continues to grow despite challenging economic conditions, but are you reaping the benefits of this growth? If you've noticed a decline in new enquiries over the last 12 months, it's time to ask yourself why. New enquiries are the lifeblood of any clinic, and without them, sustaining your business becomes increasingly difficult.

Consider whether any new enquiries have been missed due to being too busy to answer the phone, respond to emails, or engage with social media messages. If this is the case, addressing this gap should be a priority. Hiring additional staff to manage these tasks might seem like an added expense, but the return on investment could be significant if it means capturing and converting more leads into paying clients.

Explore your leads further to assess the success, or failure, of the marketing and enquiry channels you are using to promote your services. Are they working well? How do they compare? Drill down to ensure you get a clear picture, helping to ensure your marketing spend is being targeted as effectively as possible. It's not ideal to be generating high volumes of poor-quality enquiries - you need to find a balance between quantity and quality.

How are you responding to new enquiries? Are you getting to them promptly? Are enquiries logged then forgotten about or are you following them up? Effective enquiry response needs a consistent approach – how are you performing in this area?

Next, evaluate whether your current treatment portfolio is meeting the demands of these enquiries. Are people asking for procedures that you don't currently offer? If so, it might be time to consider expanding your range of treatments. Also, take note of the quality of recent enquiries. Are potential patients engaged and ready to book, or do they seem to be shopping around? A shift in the nature of these enquiries could indicate that your clinic needs to adjust its approach to securing bookings.

CONVERTING ENQUIRIES TO BOOKED APPOINTMENTS

After examining the number of enquiries, the next step is to look at how many of these enquiries have been successfully converted into booked appointments and treatments. Compare this data to 2023 to identify any noticeable trends or changes. If you see a drop in your conversion rate it's a sign that you may need to work harder to stand out from the competition. The aesthetics industry is highly competitive, and attracting new patients requires continuous effort and innovation.

Should it turn out that your conversions have decreased you'll need a higher volume of new enquiries to maintain your clinic's revenue. This might involve refining your marketing strategies or enhancing the client experience to encourage more bookings. Alternately is there room to raise your treatment prices to make up some of the deficit? If, on the other hand, your conversion rates are steady or have increased, it's a positive sign that your efforts are paying off.

MONITORING EXISTING PATIENTS

It's equally important to monitor the behaviour of your existing patients. Are they booking and attending appointments as regularly as they did in the previous year? If you notice that patients are leaving longer intervals between treatments or purchasing fewer products, it could be a sign that they are either cutting back due to financial pressures or exploring other treatment options.

Understanding why patients might be delaying treatments or reducing their spending is crucial. There are many potential reasons for this, including changes in their personal circumstances, health issues, or simply a preference for another clinic. If you've built a good relationship with these patients over time, it's worth reaching out to them directly in an attempt to re-engage them. A phone call can go a long way in maintaining client loyalty. Ask them if they'd like to book another appointment and have a special offer ready to entice them back if needed. Should they choose not to re-book with you it will still provide you with valuable insight, which in turn may contribute to future planning and decision making.

ANALYSING AVERAGE SPEND PER PATIENT

Another important metric to consider is the average spend per patient. Comparing the 2024 figure to that of 2023 to identify whether your patients are spending more or less than before. A decrease in average spending means you'll need to attract more patients to achieve the same level of income, which could require additional marketing efforts or adjustments to your pricing strategy.

If you find that the average spend has increased, this could be an opportunity to see fewer patients while maintaining or even increasing your revenue. This extra time could then be used to focus on other areas of your business, such as expanding your treatment offerings or improving the overall client experience.

It's also important to assess whether patients are spending in the same way year on year. Have they opted for different treatments, or have they purchased more products during their visits in 2024? Understanding shifts in client behaviour can help you tailor your services to better meet their needs and preferences, in turn helping you to stay ahead of the competition.

EVALUATING TREATMENT CHOICES

Finally, take a close look at the treatment choices your patients are making. Are they still interested in the same packages as before, or have their preferences shifted? What about the sale of cosmeceuticals and other products? With the rise of online shopping, many patients might be purchasing their skincare products elsewhere, which could affect your sales. However, this also presents an opportunity for your clinic to position itself as a go-to source for high-quality facial products. By offering expert advice and personalised recommendations, you can encourage patients to purchase their skincare products directly from your clinic, boosting your revenue, and providing more opportunities to engage with your patients.

Your treatment portfolio doesn't have to include every new trend or fad, some come and go quickly, however, it does need to reflect your expertise and to meet the needs of your valued patients.

IN CONCLUSION

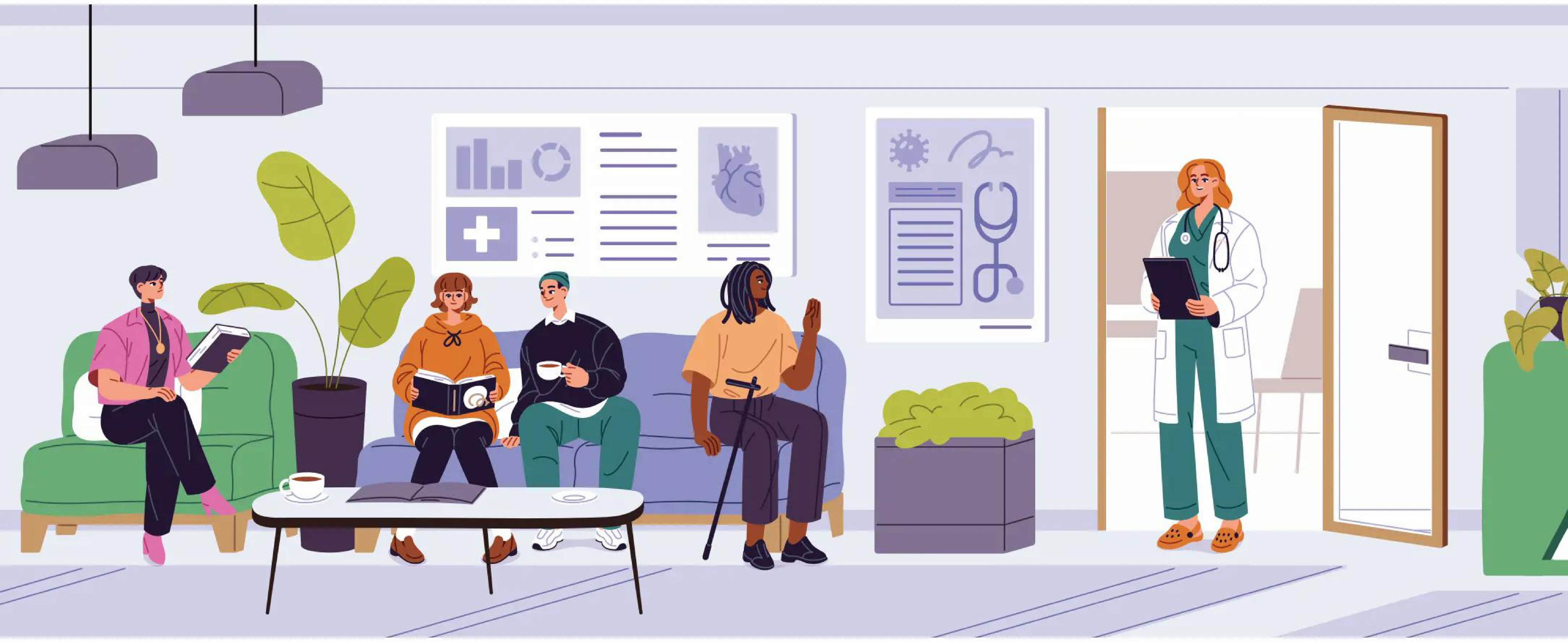
Conducting a thorough audit of your aesthetic business is not just about reflecting on the past but also about preparing for the future. By reviewing key aspects such as new enquiries, client behaviour, average spend, and treatment choices, you can gain valuable insights into the health of your clinic and identify areas for improvement.

Client retention is the cornerstone of a successful clinic. While attracting new patients is important, it's equally vital to ensure that your existing patients remain loyal. This requires ongoing effort, from maintaining regular communication to continually improving the client experience.

In a competitive and ever-evolving market, staying proactive is essential. Regularly reviewing and adjusting your business strategy will help you stay ahead of the competition and ensure the long-term success of your clinic. Whether it's enhancing your treatment offerings, refining your marketing approach, or simply re-engaging with past patients, every action you take contributes to the overall health and growth of your business. AM

GILLY DICKONS

Gilly Dickons is managing director of Aesthetic Response, which provides an expert, award-winning enquiry-handling and diary-management service to UK aesthetic practices. Dickons' extensive insight into the aesthetic arena arises from a career spanning over 30 years in client servicing, including client-facing, marketing, and clinic management.



Developing RESEARCH

InModeMD co-founder and surgeon **Dr Stephen Mulholland** discusses the importance of research and development

DR STEPHEN MULHOLLAND

Dr Stephen Mulholland is a Canadian surgeon and scholar with expertise in plastic and reconstructive surgery and a former professional ice hockey player. He is considered an expert in plastic surgery and has been called on to testify in disciplinary hearings involving botched procedures, and has appeared on television shows which include *The Today Show, The Doctors, The View* and *The Other Half.* Dr Mulholland is the founder of SpaMedica, an aesthetic plastic surgery centre located in Toronto. He is best known for non-invasive practices, including the Pan G. Facelift and the Bodytite for which he owns or has developed the patents.

Aesthetic Medicine (AM): How has the research and development process evolved?
Dr Stephen Mulholland (SM): InMode has evolved one of the most dynamic and comprehensive research and development programmes; If you add up all the research, InMode spends more than many companies combined. What's kept it at the forefront of sales and awareness is having research and development that's founded on simple principles. It looks for what consumers will want, but don't even know they want yet, and comes up with an exceptional device that works.

The original vision back in 2008, when InMode was founded, was that we wanted to create 10 pieces that don't replace but perhaps approach what you can achieve with excisional surgery. Whether it's the Morpheus8, the BodyTite or FaceTite, the new Quantum RF, or multiple optical revenue-generating devices like the Optimus Max, EmpowerRF or Envision, InMode has always innovated and stayed ahead of the market.

AM: What role does feedback from practitioners play in the continued development?
SM: InMode has a strategic research and development pipeline, based upon developing techniques, technologies and applicators for unserved markets, from incontinence, menopause, dry eye disease, and soft tissue tightening. A lot of the innovation is a function of position feedback.

For example, the large community of BodyTite users said "You know what? BodyTite is good and safe, but can you make it faster? Can you make it simpler? Can you make something that reduces fat without liposuction?" The response to that customer request is the Quantum RF device.

AM: Can you share any upcoming research or innovations in the pipeline?
SM: InMode has an amazing research and development pipeline. We have FDA approvals pending for overactive bladder and uterine incontinence for the Envision device and dry eye disease for Meibomian gland dysfunction. We have in the pipeline a new device for somnoplasty (snoring treatment) for the soft palette, and turbinate or intranasal obstruction reduction without a turbinectomy without a suppository, so new tech product, and erectile dysfunction products.

InMode will be in several nontraditional verticals within the next two or three years with this nontraditional research and development pipeline. The brand has a unique research department because Dr Michael Kreindell, the co-founder of InMode, is the most innovative chief technology officer. With over 80 patents to his name, his vision of what we can bring to the market cost-effectively, affordably, and scaleably far exceeds the capabilities of any other company. InMode also spends more individually than other companies. We have more engineers, more technology, and we don't outsource; we build everything in-house. Those unique capabilities allow InMode to respond to new market directions long before anyone else even realises a new direction, creating the direction for the market.

AM: What has been a memorable breakthrough moment or discovery?

SM: I have worked with Dr Kreindell for 25 years, as the co-founder of the company, so there have been several 'A-ha!' moments. I do remember when we were first developing the prototype for the BodyTite back in 2008 and the moment we realised "Hey, this works".

I remember when our vision for Fractora became Morpheus8, and we realised we could do BodyTite from the outside. One of the more recent 'A-ha!' moments was the realisation that we could put our ultra-short bipolar pulse in the tip of a single cannula, which led to the Quantum RF.

AM: How do you ensure that devices are safe and effective for patients and practitioners?

SM: Before a device is released commercially, it needs to get regulatory approvals. We need to do bench research, submission, porcine tissue research, clinical trials and studies. Regulatory approval for new devices has become more difficult over the last ten years. Because InMode is in the non-excisional space, its devices are inherently safer than surgical devices. They are subject to a lot of basic research, bench research, animal testing research, and human studies, as well as regulatory approval before they hit the market. Therefore, the devices are safe, effective, and well-built. They have the lowest meantime before failure compared to other devices in the market.

AM: How do you stay ahead of the latest technological advancements in the aesthetic industry?

SM: I think, as an effective research and development team, Dr Kreindell's team is always looking at where the brand could go that others haven't gone and innovating regardless of what we see. Keeping an eye out for what the trends in aesthetic medicine are in general, for injectables and non-energy-based topicals and surgical procedures is important too. Can we offer a non-excisional handpiece alternative?

AM: How do you see the future of aesthetic procedures evolving?

SM: The future of the aesthetic industry is robust, and we're going to have hyperbolic growth because baby boomers born between 1946 and 1964 have given birth to three very active generations in the aesthetic space: Gen X, Y and Z. In North America, there are 70 million baby boomers, and then there are 80 million millennials, 70 million Gen Zs and about 70 million Gen Xs.

That's 180 million X, Y and Zs who are very aesthetic oriented. There's no guilt, they assimilate these procedures as if they were accessories. Appearance matters to this younger generation, and there's never been such a large denominator, meaning such a large cohort of patients who want to get treatments done. They're about to have the biggest inheritance in the history of mankind. In this next three or four years, one trillion dollars will pass down from baby boomers that are a little older, to their Gen X and millennial kids. Guess what they're going to spend it on? AM

‘ALWAYS ON’ CULTURE

Ocupop cofounder **David Banaghan** considers ways businesses can mitigate the impact of being constantly available

The CIPD’s 23rd annual *Health and Wellbeing at Work* report will make stark reading for employers, with the average employee now taking 7.8 days of sick leave per year.[1] This has climbed from 5.8 days a year since the data was last collected pre-pandemic in 2019.

Britain’s poor sickness record is estimated to cost the economy £43 billion a year.[2] However, while this unquestionably costs employers time and money, a review of their working culture may provide areas for improvement. Let’s explore the dangers of an ‘always on’ culture and suggest some changes to better support employees.

THE DANGERS OF BEING ‘ALWAYS ON’

The rise in sickness absence rates is closely tied to the UK businesses’ pervasive ‘always on’ culture, which refers to expectations that employees are constantly available and responsive to work demands, even outside of core working hours.[3,4] Enabled by technology, it can lead to behaviours such as replying to emails during evenings and weekends.

As boundaries between work and personal life are obliterated, employees find it increasingly challenging to switch off.

Whether working from home or in the office, the pressure to be perpetually available takes a toll on wellbeing. CIPD’s survey reveals that around three in four respondents have noted presenteeism – employees working even when unwell. This can lead to added complications along the line.

This culture not only impacts health but can also erode a happy work/life balance.

CAUSES OF ABSENCE

As demonstrated by the survey results, causes of absence remain reasonably consistent with previous years. Minor illnesses – such as cold and flu – account for most short-term absences, while mental ill-health, musculoskeletal injuries, acute medical conditions and stress are the primary culprits for long-term absence.

The pandemic’s aftermath, economic instability, and ongoing global events have further exacerbated these issues, and mental wellbeing continues to be a critical concern.

TAKING ACTION

It is no surprise that employee absences due to sickness can create several challenges for employers, such as a loss of productivity and increasing pressure on other employees who have to cover the missing work, which can result in a vicious circle.

Many employers may be surprised to find out the UK has the poorest sickness record in the developed world with its ‘always on’ culture more prominent than in other nations.

Fortunately, there’s plenty of action they can take to mitigate the impact.

From flexible working hours arrangements to bespoke wellbeing programmes, employers can lead by example and create a healthier, more productive workplace.

Review your working culture: Assess your organisation’s work culture. Is it conducive to employee wellbeing? Encourage open conversations about workloads, expectations and flexibility. Promote a healthy work/life balance. Encourage employees to disconnect after work hours and don’t expect overtime unless in exceptional circumstances.

Enrol wellbeing programmes: Provide mental health resources, stress management workshops, and fitness initiatives. Awareness schemes such as UK Mental Health Awareness Week (May 13-19) can be a good way to open a dialogue.[5] Train managers to recognise signs of burnout and support struggling employees.

Flexible working arrangements: Embrace flexible schedules, remote work, and job-sharing options, which can allow individuals to taper their work/life balance between family life, social commitments, and fitness. Trust employees to manage their time effectively.

Promote a positive work environment: Foster a supportive workplace culture where employees feel valued. Staff surveys can be an effective way of taking the temperature of your workforce. Recognise and celebrate achievements with ‘monthly stars’ awards and positive messages across social channels.

Monitor and adapt: Regularly assess absence patterns digitally and address any emerging trends with HR meetings and 1-2-1s where appropriate. Use this data to inform decisions and tailor wellbeing initiatives accordingly. Reducing sickness absences may require a holistic approach, but acknowledging the perils of an ‘always on’ culture can be a major stepping stone.

By prioritising a wellbeing culture alongside more flexible working patterns, businesses can break free from the shackles of permanent availability and create a workforce that not only survives but thrives.

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EMPLOYEE ACTIVISM

Looking at the most important issues to employees and how to respond with empathy

More and more businesses are finding that employees are driving activism around topics and issues in the workplace that are important to them. In fact, 59% of employers expect employee activism to increase even further.[1]

But what are some key topics that could trigger employee activism in the workplace? And what can employers do to address them? We've outlined four of the most important that are likely to circulate in conversations and must be addressed.

COST OF LIVING AND PAY CONCERNS

The cost of living is a huge concern to residents of the UK, with the Consumer Prices Index (CPI) finding that consumer prices are 3.4% higher compared to the previous year.[2] Pair this with the Labour Market Outlook: Winter 2023/2024 from the CIPD finding that basic pay increases are expected to fall to 4%, which is the first decline since spring 2020.[3]

As the gap between the cost of living and salaries grows, employee activism will likely focus on seeking increased pay. Clinics need to take note of how this might affect headcount in their workplace, as talented staff will begin looking elsewhere for better pay, which could, in turn, damage their reputation.

SUSTAINABILITY AND ENVIRONMENTAL IMPACT

As public perception of sustainability becomes more prevalent, so does that of workers throughout the UK. Research by KPMG found that 20% of UK office workers would turn down a role if environmental, social, and governance (ESG) factors of a business were deemed as 'lacking'.[4] This shows the shifting importance of prioritising sustainability in business strategies when looking at employee retention and attraction, especially to avoid activism.

There are several ways that employers can emphasise their commitment to sustainability and ESG, such as investing in more energy-efficient solutions and developing greener products and services through the materials used for production and packaging.

Ben Mercer of Leisure Lakes Bikes, a leading retailer of quality road bikes in the UK, has outlined where offering a cycle-to-work scheme could help promote sustainability commitments: "Encouraging workforces to embrace different ways of commuting to and from work helps to promote sustainability as a major concern from employers, particularly to move away from relying on motor vehicles. Not only does cycling offer a carbon-less travel option but promotes travel that can benefit both physical and mental wellbeing, which exercise like cycling is deeply connected with."

AUTOMATION, AI, AND JOB SECURITY

Emerging technology, while exciting, offers a daunting look into the future for workers across various industries who may fear that their jobs are at risk of becoming automated. IPPR analysis found that as many as eight million jobs in the UK could become at risk of AI fully displacing the human element of the job.[5]

It's important for businesses to engage with and integrate emerging technologies into strategies to stay competitive within their respective industries. However, it's crucial to outline to employees that the human element is still essential to processes and operations. Refocusing the perspective from human replacement to working aid is one way to encourage workers to experiment with AI and automation tools to streamline monotonous and repetitive tasks and focus more attention on higher-value ones.

EQUALITY, DIVERSITY, AND DISCRIMINATION (EDI)

One subject that shouldn't fall down the list of priorities for businesses to avoid an increase in employee activism is equality, diversity, and inclusion (EDI) strategies. Data from Barnett Waddingham found that around 72% of HR directors and C-suite professionals who were surveyed outlined that employee demands for EDI focus were of concern for their business.[6]

Businesses that invest in diversity and inclusivity have been found to actually perform better, with a McKinsey report from 2023 finding that companies within the top quartile for ethnic diversity are improved by as much as 27% financially compared to competitors.[7] This is why it's important to consider candidates from various backgrounds when recruiting.

Discrimination doesn't just extend to gender, race, and ability, as social discrimination is also a factor that must be considered. This extends to mental health and wellbeing not being supported by employers, which could lead to employees seeking a new job elsewhere. Employers expressing their support for individuals with neurodiversity issues and mental health concerns, both in hiring and within their current ranks, could help build more empathy within their company for their day-to-day struggles.

By addressing complex topics instead of avoiding them, you can create a culture of communication and better engage your employees. This helps human resources departments explore options and strategies to prioritise happiness within the workplace and build for the future.

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Ask Alex

ALEX BUGG

Alex Bugg works for Web Marketing Clinic, a family-run digital agency, which specialises in medical aesthetics. The business builds websites and delivers marketing campaigns for doctors, nurses, dentists, distributors and brands. Contact her at: **alex@webmarketingclinic.co.uk** or follow her on Instagram: **@webmarketingclinic**

"New year, new website?"

Editor Anna Dobbie set me a challenge for this month's Ask Alex with the prompt 'new year, new...' - I decided websites were the topic to cover.

Websites should reflect the brand and values of the clinic. A great website attracts new patients, educates visitors, showcases your expertise, supports existing patients, and makes it simple for people to book appointments.

If 2025 is the year you say 'new year, new website', I want to help make that as easy as possible for both you and your web developer.

STEPS TO PLAN YOUR NEW WEBSITE

Firstly you need to understand your patient profiles, so your web team knows who they are developing for. Their needs and wants are not only reflected in the content on your new website, but also in the design selection, and the user journey from visit to booking.

Review your current content, your website if you have one, or the other existing content that you already have. This could include consented patient imagery, in-clinic material, press releases, videos, and social media content. The more high-quality, original imagery you have of your practice, the less your website will rely on stock content. This makes your website reflect your brand and feel premium. You'll want to display any qualifications, accreditations and memberships on your website, for example, British College of Aesthetic Medicine (BCAM), British Association of Medical Aesthetic Nurses (BAMAN), Save Face, and Join Council for Cosmetic Practitioners (JCCP), too, so make sure you have their logos from the relevant media departments.

Create a map of the pages you want on the new site. I suggest:

- Home page where you give a welcoming overview of the clinic, and highlight any key pages you want people to visit. This is a great place to explain the patient journey at your clinic
- About page to tell your story, share your qualifications and experience, introduce your team and build trust
- Individual treatment pages are key for both user experience and search ranking, as tempting as it can be to lump all treatments into one long page. Cover basic information, FAQs, prep and aftercare, without getting too technical, and make sure to include photos and videos
- Concerns pages aren't essential but are brilliant for practices which offer multiple treatments to address specific concerns, such as wrinkles or acne. Some patients won't understand what a skin booster is, but most people visiting an aesthetic practitioner know what concerns them!
- News/blog sections might feel outdated, but they are still effective when building a website in 2025. Social media posts can be a breeze when you output two to four blogs per month!
- Your contact us/booking page needs to make it easy to contact you, and easy to find your clinic. Can a patient book online, or do they have to call or message? Do you have parking, nearby public transport, or an intercom? Include everything that you'd want to see when contacting a service provider!

Next, **fill in content gaps** or commission the gaps to be written up – there are many brilliant freelancers in the sector. If you need **photography or videography,** make sure you get that underway as editing can hold a web project back (some web agencies such as mine at Web Marketing Clinic offer to handle all of this).

You'll also need to **organise patient testimonials and reviews,** whether they're written or in video. If you need to get more, make sure you start contacting happy patients to submit them. Crafting testimonials into stories about great experiences and transformations will help position you as a trustworthy practitioner. You can also embed Google, Trustpilot or other review site widgets into your website – I suggest using free Google reviews and putting them on the homepage!

Now is probably the right time to **contact an agency or developer** to get the ball rolling. They can work with you on your content, and your user experience (how it is to visit your website as a patient and get everything they need), and discuss the look and feel.

As part of the plan for your website, it's worth considering your booking journey for both new and existing patients. Can people book online? Do they have to fill in a form? Do they have to call, or can they use WhatsApp? With all of these considerations, how do you insert calls to action (CTAs) so that it's easy for people to go from information to booking, either on those pages or via a contact page or booking portal?

The new year is a great time to start planning for your new website. Pull together your ideas and content with the plan outlined above to make sure you have a smooth, stress-free development journey.

If you've got a burning aesthetics marketing question for Ask Alex, please get in touch **@webmarketingclinic** via Instagram, or email **alex@webmarketingclinic.co.uk**

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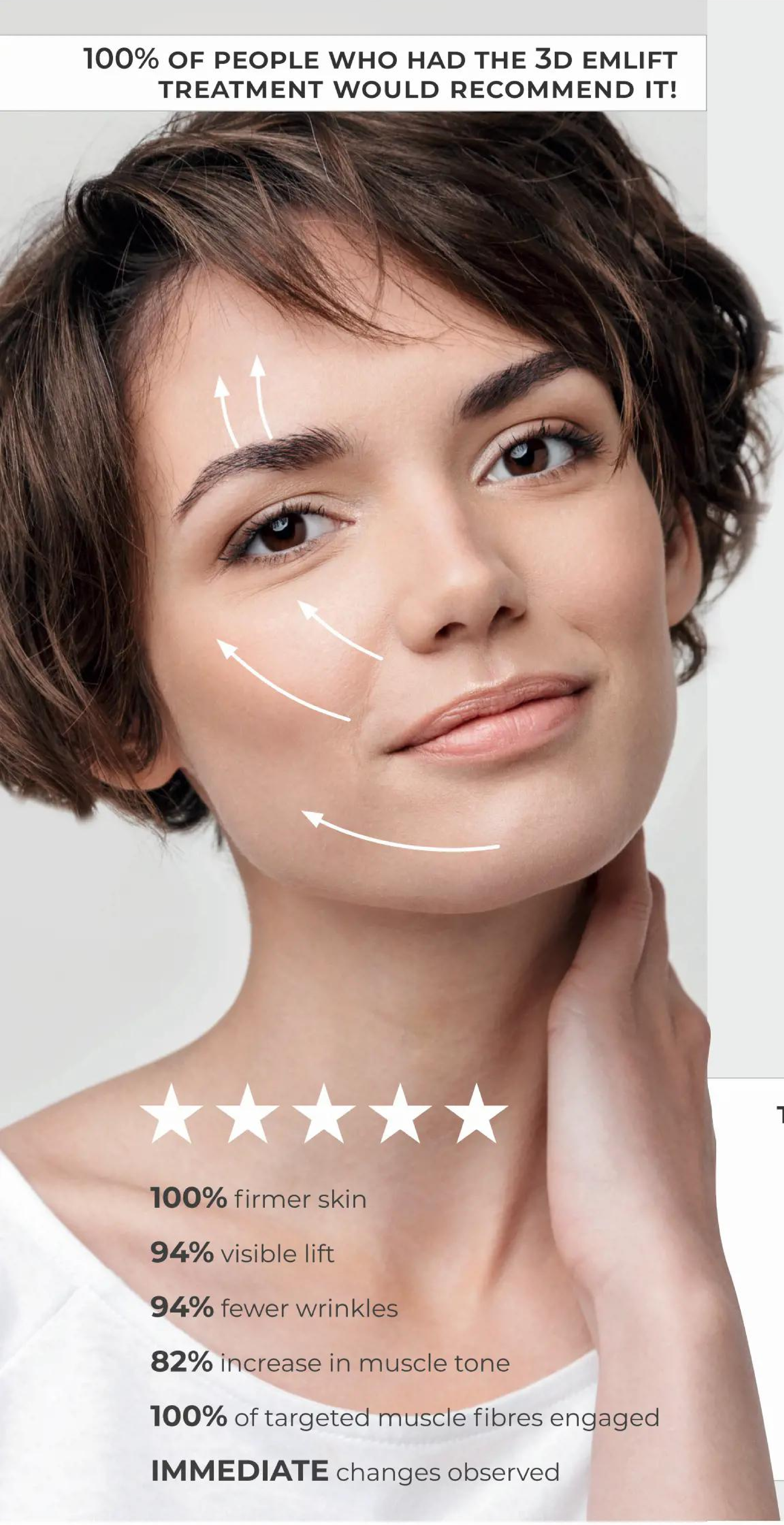

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